

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXX

NEW YORK, AUGUST 29, 1912

No. 9

"Get your principles right," said Napoleon, "and the rest is a matter of details."

We have here a great throbbing, highly systematized and intelligently organized business for seeking, classifying and applying selling sense—in other words, for getting the principles right.

And after that is done, we have the organization to insure the proper carrying out of details.

Our leadership in the advertising world comes as a natural result.

**N. W. AYER & SON**

Philadelphia

New York

Boston

Chicago

Cleveland

# Crops Promise Big

## You Hear That Everywhere

You also hear manufacturers, jobbers, stock brokers and retailers *all* saying that big crops mean good business.

One financial authority writes: "*The greatest annual business factor in the United States is the size of our crops. The farmer is more powerful than the financier in making or marring prosperity.*"

How about hitching this prosperity engine directly to your business?

### STANDARD FARM PAPERS

reach the most progressive class of these prosperous farmers.

They concentrate. Being devoted to helping the farmers in a certain section or branch of agriculture, they get biggest returns—they go into practical details more

thoroughly than general mediums.

They get closer to their readers. Standard Farm Paper advertising carries the weight of a personal indorsement.

Yet our combination rate is below the universal  $\frac{1}{2}$  cent per line per thousand.

Ask for facts and figures.



THE MARK OF QUALITY

#### Standard Farm Papers

Hoard's Dairymen
Wallaces' Farmer
Kansas Farmer
Wisconsin Agriculturist
Indiana Farmer
Home and Farm, Louisville
Town and Country Journal,
San Francisco, Cal.
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
The Breeders' Gazette

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.

George W. Herbert, Inc.,  
Western Representatives,  
First National Bank Bldg.,  
Chicago.

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## THE HIGH COST OF CARE- LESS TRADE-MARK MAKING

A MATERIAL FALSE STATEMENT IN  
TRADE-MARK OR LABEL CRIPPLES  
LEGAL DEFENSE AGAINST IN-  
FRINGEMENT — TRUTH ABOUT  
FOUR ESSENTIAL THINGS IMPERA-  
TIVE — HOW FALSE STATEMENT  
ABOUT ORIGIN OR MAKER MAY BE  
FATAL—WHY THE SIMPLE TRADE-  
MARK IS THE BEST

By Edward S. Rogers.

Lecturer at the University of Michigan.  
General Trade-Mark Counsel.

A trade-mark or label which contains any material false statement will not be protected against imitation. This rule has in recent years been extended to include false statements in advertisements, so that a product which is advertised untruthfully is beyond the pale of trade-mark protection.

This is an application of a maxim which is as old as equity itself; that he who comes into equity must come with clean hands. Its application to trademarks is, of course, consonant with good morals and is entirely logical. When one whose trademark is infringed comes into court to enjoin the pirate from further depredations, his complaint is briefly this—I have built up a reputation for my goods; I have placed upon my goods a means of identification by which that reputation is perpetuated; a pirate has imitated my mark and is endeavoring to steal that reputation and by means of his imitation is deceiving the public into the belief that his goods are mine. In short, the complaint in such cases always is that the defendant is deceiving the public. If, therefore, the complainant

himself is deceiving the public with respect to the very thing for which he seeks protection, he is hardly in a position to ask the interposition of a court to enjoin a fellow rogue.

The difficulty in practice is that while this doctrine when brought to the attention of the average man is at once accepted as sound, not knowing what the courts have held to be a material false representation, he fails to apply it to his own business.

Generalizing broadly, there are four essential things about a product which are important—who makes it, where it is made, what it is made of and what it is good for. Each of these things influences the public in making purchases and in choosing between competitive articles. It may safely be said, therefore, that any statement as to these four things is material and if false forfeits protection against trade piracy.

Taking these four things in their order, let us consider for a moment false statements as to maker. The common practice among makers of soaps, perfumes and cosmetics to attach some fancy French-sounding name as manufacturers comes within this principle, as well as the equally common and quite as reprehensible custom of cigar makers to use names of imaginary Spaniards, of glove and leather goods and sauce dealers of some mythical Englishman. These usually are commonplace, vulgar frauds, not calling for any particular comment, but it is easy for a business man, even with the best intentions in the world to run afoul of the unclean hands rule in this particular and make himself an outlaw with no trade rights that any competitor, however conscienceless, is bound to respect.

**THE CASE OF AUGUSTUS POLLACK**

Consider for a moment the case of Pollack, of Wheeling. Augustus Pollack was the pioneer stogie manufacturer of Wheeling, West Virginia. He was the man who made famous what Kipling called "that terrible article, a Wheeling Stogie." He took pride in his product and named it "Augustus Pollack's Stogies" and covered the boxes with personal guarantees, signed in facsimile "Augustus Pollack." The stogies became widely known as "Augustus Pollack Stogies" and "Pollack Stogies."

In the course of years Pollack died and his business was continued by his administrator, Howard Hazlett, who was a Wheeling lawyer. The labels, however, were not changed, the personal guarantees over the facsimile signature of Augustus Pollack still were used, and this letter purporting to be signed by Augustus was still enclosed in each box.

After Augustus Pollack's death and while the labels were in the condition just described, two brothers named Pollack, who lived in Pittsburgh, decided to embark in the stogie business. They called their product Pollack's Stogies and at the outset used labels and packages much like the Wheeling Pollack's. Hazlett, the administrator, sued to restrain the use of the name Pollack and the alleged imitative label, contending that the defendants were guilty of unfair competition because their conduct was calculated to represent that their stogies were the genuine Pollack stogies.

It was asserted by the defendants that Hazlett did not come into equity with clean hands. "He claims," they argued, "that we should be enjoined because he says we are deceiving the public into the belief that our goods are the genuine Pollack stogies. What are genuine Pollack stogies? Those made and personally guaranteed by Augustus Pollack, of course—the box that contains what the complainant claims as the genuine article says so. The

complainant is not Augustus Pollack—Augustus Pollack is dead. Therefore, he is seeking to enjoin us from making exactly the same representation that he, himself, is making. If it is false in our case it is equally so in his. What is sauce for the goose is sauce for the gander." It was held by the United States Circuit Court and affirmed afterward by the Circuit Court of Appeals that Hazlett did not come into equity with clean hands, that he had been guilty of a false representation of a material fact, the personal origin of the goods he sold, and was in no position to ask the aid of a court in enjoining an infringer, however unfair the infringer's conduct might have been. If Hazlett, on taking over the business had made an adequate announcement on the labels of the change in the origin of the goods, a different outcome might have been expected.

This is one of many cases laying down the rule that a false assertion of the origin of the article is fatal to relief against infringement. The only way to prevent this disastrous consequence is to see to it that when any change in origin is made the label states the fact in appropriate language; for example, "Nero Coffee, now packed by Royal Valley Coffee Co., successor to Peter Smith Sons," or "La Matilde Cigars, established by Jose Morales & Co. at Havana and now made at Tampa, Florida; J. Fred Wilcox & Co., successors." There is no necessity of giving a complete family tree or tracing a genealogy on a label, even if such a thing were possible, but a sufficient announcement should be made so that the public may be fully informed of the change in the origin of the goods.

**FRAUDULENT STATEMENTS ABOUT GEOGRAPHICAL ORIGIN**

The geographical origin of some articles is an important matter. In some cases articles of a certain description have a local reputation and in others the reputation of a locality benefits the specific products there manufactured. Instances readily suggest themselves. It has been held

# Which would you prefer—

1,000 inquiries or 100?

Whichever produced the greater amount in sales, wouldn't you? 100 inquiries may develop a far greater amount of cash sales than 1,000 inquiries.

***Don't confuse the cost per inquiry with the cost per sale.***

Incidentally you'll find in inquiries received through The Butterick Trio an earnest interest in your goods that "half-clinches" the sale. Trio readers are too busy for *idle* letter-writing.

(To be continued)

## The Butterick Trio



*Advertising Manager  
New York*

F. H. Ralsten, Western Mgr.  
First Nat'l Bank Bldg.  
Chicago

E. G. Pratt  
New England Mgr.  
149 Tremont St., Boston

fraudulent for a miller of Milwaukee to represent his flour as originating in Minneapolis; for a stogie maker in Chicago to state that his product is made in Pittsburgh and for a brewer in New York to call his beer St. Louis beer.

The Prince Metallic Paint cases are illustrative of the application of the unclean hands rule to a false statement of geographical origin. The proprietors of Prince's Metallic Paint secured the iron ore of which the paint was made from a certain tract. The article was known as "Prince's Metallic Paint" and acquired a reputation which was very largely due to the fact that the ore from which it was made was of a particular character and it possessed this character because it came from a particular tract of land. Without notice or announcement the manufacturers procured ore from other tracts and continued to sell it under the same name and without explanation. It was held that this was a sufficient fraud to prevent a court of equity from enjoining an infringement of the name "Prince's Metallic Paint" because while the ore which was used might have been as good as the ore from the original Prince's tract, it was not the same and that it was not proper to deceive the public even for their own benefit.

In using this case as an illustration it has been sought to avoid reference to the common device of manufacturers with more enterprise than conscience, for example who place "Havana" on boxes containing domestic cigars, "Paris" on boxes containing domestic cosmetics and thus seek to attract to their own goods the advantage of the reputation that some particular locality may have in the production of goods of a similar character. The intent in these cases is sufficiently plain to strike any right thinking manufacturer as illegitimate. The purpose of using the Prince's case as an illustration is to show that with the best intentions a person, ignorant of the unclean hands principle, as enunciated by the

courts, may get into serious trouble and lose valuable rights.

Considering now for a moment the third material representation with respect to goods: What the article is made of. Many years ago R. E. Queen was a druggist at Reno. He made and sold over the counter of his drug store Confection of Senna, a product well known to all pharmacists and given in all formularies. Confection of Senna is composed of prunes, tamarinds, figs and senna leaves, stirred up into a forbidding looking compound and administered to those who need it with a spoon. It is usually consumed on the premises. Mr. Queen conceived the notion of thinning this preparation out a little and putting it up in bottles for family use so that the purchaser could take his dose home in a package instead of on the hoof. It was thought a good idea to give the new remedy an attractive name. Using figs to a considerable extent in the compound, the name "Syrup of Figs" appealed to Mr. Queen as a good name, attractive and easy to remember, so he adopted it. When put up in bottles the syrup quickly fermented and spoiled. To remedy this more and more of the fruit substances were removed until a stable compound was obtained. The name Syrup of Figs, however, was just as attractive as ever it was, and was kept. There was no intention to deceive. Mr. Queen was busy trying to make, and succeeding in making, a good product. If the fruit juices spoiled the medicine he naturally took them out. The article was meritorious and became very popular.

As in the case of any good product, numerous infringements appeared under various names and with more or less imitative cartons and wrappers. Suits were brought and when sued all the defendants interposed the defense that the complainant did not come into equity with clean hands, because the substance sold as Syrup of Figs was not in fact a syrup of figs, but its medicinal efficacy was derived from the senna it contained. With one or

# Your Wife Tells You

## What to Buy

Did you ever see a farmer in a small town store with a knotted string about one of his fingers?

That string was the urgent reminder of something that must be bought that day for the folks at home.

You may have seen fifty farmers come to town with knotted strings on their fingers, but you never saw one farm woman with such a decoration.

*For the farm woman is the one who ties the string on her husband's finger.*

*She is the one who tells him what to buy.*

*She is the one whose business it is to know what all the family needs and to see that they are supplied.*

**She chooses the brand of flour, selects the canned goods, orders the coffee, says when the children must have new shoes, buys John's new shirts and Mary's dresses and either buys or bosses the buying of everything else used about the home as well as many things used outdoors.**

We estimate that over four billion dollars worth of merchandise is used on American farms every year and farm women buy most of it. Surely the favorable opinion of farm women is worth cultivating.

The Farmer's Wife is the only medium of direct appeal to the farm women of America. It is a magazine for farm women, edited for farm women and read by farm women.

It is the medium of greatest possibilities in the American advertising field, because it reaches the individuals who buy supplies for the most prosperous homes.

If you are interested in the farm home as a market place we shall be glad to give you more facts about farm prosperity.



## THE FARMER'S WIFE

A WOMAN'S FARM JOURNAL

Published by  
WEBB PUBLISHING COMPANY  
ST. PAUL, MINN.

Western Representative  
GEORGE W. HERBERT, Inc.  
600 First Nat. Bank Bldg.  
CHICAGO

Eastern Representative  
WALLACE C. RICHARDSON, Inc.  
41 Park Row  
NEW YORK

two exceptions the courts acceded to this view, and at last a case got to the Supreme Court of the United States, where it was held that the use, under the circumstances, of the name "Syrup of Figs" on a product containing but a small amount of fig substance and which owed its medicinal virtue to extract of senna was a false representation and disentitled to relief, and this in spite of the fact that defendant's conduct was clearly fraudulent. The complainant, therefore, found itself an outlaw. After this decision the following course was adopted: The label was changed to read "Syrup of Figs and Elixir of Senna" and the product was made actually and literally to conform with the label in the sense that about seventy-five per cent. of it was actually made from figs and the remaining twenty-five per cent. was elixir of senna. After thus cleaning up, an infringer appeared who imitated the new package, which the court promptly enjoined, holding that the doctrine of unclean hands is a temporary bar only and continues no longer than the misrepresentation which gives rise to it.

#### STATEMENT OF USES

What an article is good for is rather a wide generalization, but as an illustration of the application of the rule in this particular, there is an old case involving a product known as "The Balm of a Thousand Flowers," a cosmetic much in vogue forty years ago, which in spite of its high sounding name was a liquid soap composed of grease and lye. On the labels there were extravagant statements of what the product was good for, what it would cure, and there were very few things, which, if the makers were to be believed, it would not cure. The proprietor of this marvel sued a rival dealer who had imitated his labels and not to be outdone, called his product "The Balm of Ten Thousand Flowers" with curative claims in proportion. In his opinion denying the complainant relief, because of the extravagant and mendacious claims, the court intimated that while

"The Balm of a Thousand Flowers" may be procured, it is folly to grow old and a mistake to die.

The cases above instanced are not at all extravagant or unusual. It is the settled doctrine of the courts that a person cannot have protection in his trade-mark if in it or in his advertisements or labels he is guilty of any material false representation. While the doctrine has frequently been invoked unsuccessfully and the courts have held that mere trade hyperbole is not necessarily fraudulent, the universal holding has been that where there is any false statement as to a material fact, it is fatal to relief. It is well to bear this rule in mind when in a state of advertising exaltation. It is well also to sit soberly down at frequent intervals, with a blue pencil and go through labels and advertisements and ruthlessly *cut out anything that is not the literal truth* and cut out equally everything that is the literal truth, but is susceptible of a false impression. In doing this the labels and advertisements should be viewed, not from the standpoint of the producer who knows all the facts, but from the standpoint of the consumer who knows none of them. It is not safe to assume that because a particular form of misrepresentation, direct or implied, is tolerated by the trade and regarded as a harmless humbug, it is safe or proper to be continued.

In one English case it was urged in defense that it was the custom of everybody in the cigar business to put Hamburg cigars in boxes bearing names of mythical Spaniards as the purported makers, embellished with pictures of Morro Castle and with foreign and Spanish looking signs and seals all over them. The judge, who decided the case, dryly remarked that these things were not a fortuitous concurrence of lies; that they were a concurrence of lies with an object and end and that object and end must be to deceive somebody; otherwise, he inquired why was this elaborate concatenation of pictorial lies placed upon the boxes at all?



## A Family's Greatest Buying Time Is When the Boys Are Growing Up

From sledding days to college courses, that's when the family makes the *money fly*. For the approval of his boys means more to a man than the approval of anyone else in the world.

In every home there is a *dictator*—a speaker whose words are weighty and whose wants are law. The dictator is not the father, but the son.

## The American Boy

is the open sesame to the parents' pocketbook.

It tells the boy what to *want*, and the father what to *get*. Two hundred thousand families read this magazine because it is the magazine that interests their boys. They read it to know what the boy is thinking about. And they read it to help answer the boy's ceaseless questions.

Every American Boy home is a home of comfort—a home that can afford to buy 'most anything the boy sets his heart upon. Every boy in these homes is a living dynamo of sales energy—full to the brim with the joy of life and the desire to have the best the world can offer.

*Youth is easy to interest and quick to convert its interest into action.* Win the boy and you will have sold your goods.

**THE SPRAGUE PUBLISHING COMPANY**

J. COTNER, JR., Secretary-Treasurer, Detroit, Mich.

H. M. PORTER, Eastern Manager, 1170 Broadway, New York

Lying does not become excusable or respectable because every one has done it, and for a long time.

#### SIMPLE TRADE-MARK THE BEST

After a good deal of thought on this subject I have about come to the conclusion that irrespective of the moral turpitude and legal disadvantage of it, falsehoods do not help to sell goods. A package or label containing the briefest possible statement about an article is just as effective as one going into all manner of detail and making all manner of assertions. In getting up new labels and revising old ones, the fewer positive statements of fact they contain the better and the fewer things will the proprietor have to explain and justify if he has to resort to litigation to stop an infringement, because it is always to be borne in mind that the consideration of the defendant's conduct, however fraudulent, is not reached until the complainant's case has been scrutinized and found clean. Some courts in recent years have gone so far as to hold that the burden is upon the complainant to allege and prove the truth of all statements on his labels and in his advertising as a part of his *prima facie* case.

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#### SUTHERLAND WITH LYDDON & HANFORD

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Root Sutherland, for three years assistant advertising manager of the Standard Oil Company, has become connected with the Lyddon & Hanford Company, advertising agents of Rochester, who recently opened a New York office in the Knox Building, 452 Fifth avenue. Mr. Sutherland was with the Standard Oil Company from the establishment of its advertising department up to the time when it was abolished together with all the other joint departments of the company, following the decision of the United States Supreme Court.

Mr. Hanford will have charge of the agency's New York office and Mr. Sutherland will assist in its conduct. Among the accounts being handled by the Lyddon & Hanford Company are United Cigar Stores, Knox Hats, Gold Seal Champagne, Dr. Edison Cushion Shoe, American Fruit Products Company, John C. Moore Corporation, Warner Safe Remedies and Duffy's Apple Juice and Malt Whiskey.

#### DEALERS' NAMES IN NATIONAL MEDIUMS

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**DOES IT PAY TO BUY HIGH-PRICED SPACE TO PRINT NAMES WHICH HAVE ONLY A LOCAL SIGNIFICANCE?—THE DURHAM DUPLEX RAZOR COMPANY'S EXPERIENCE INDICATES THAT IT DOES**

Does it really pay to buy space in national mediums and fill it with the names and addresses of dealers who handle the goods? In other words, is it worth while to spend money at the rate of three dollars a line to tell a possible two hundred subscribers in Springfield, Ohio, the names of local dealers from whom the goods may be procured?

There are those who maintain with great plausibility of argument that it would pay better to fill that space with arguments for the goods, and who point with considerable scorn to space costing some four thousand dollars in which nothing but a directory list is printed. Their mouths water when they think of all that good space "gone to waste," and they assert that "nobody will read that list of names, anyhow."

And on the other hand there are those who maintain that a list of dealers is the very best thing in the world to print at certain seasons, because each reader will look for the names of dealers in his own town, not to mention the psychological effect upon the dealers themselves. It is a question which can hardly be decided by theoretical argument, and fortunately doesn't have to be, for there are facts and figures at hand which have been provided by one advertiser who has tried it.

PRINTERS' INK for February 15, 1912, contained the account of the Durham Duplex Razor Company's experience with a sampling campaign which started with an offer of a demonstration set direct to the consumer, and ended with a system of furnishing the samples through the dealer, and the printing of the dealers' names in consumer advertising. Since that article appeared, the company has run double spreads in three is-

sues of the *Saturday Evening Post*, besides a large number of large space newspaper ads, all containing dealers' names. Mr. Sheehan, vice-president of the company, states that he is so well satisfied with the results that an additional \$125,000 will be spent in the newspapers of New York, Boston and nearby towns.

The advertising, whether in the newspapers or magazines, offers a demonstration razor for thirty-five cents, and names the local store where it can be obtained. The dealer is approached with an offer to print his name in the ad if he will put in a small stock of the goods and allow a window display to be placed in his store. That failing, the company "forgets" the window display, and if the dealer still proves obdurate his name is included providing he will allow the company's own demonstrator to have space in his aisle and sell razors, such sales to be credited to the dealer.

The company has made special efforts to secure the window display, for results have shown it to be a powerful help in sales making. In Cincinnati, for example, following the appearance of a spread in two newspapers, one store which had a window display sold a hundred and thirty-six demonstration razors in a single day. In the same time a store which did *not* have the window display sold six; four stores sold four each; three sold three each, and five sold one each. One store in St. Paul sold 700 razors in a day, and in St. Paul and Minneapolis the grand total for the same day was 8850 razors. Of course all of those were sample razors, but each one of them makes a probable customer for blades, if not for a five-dollar set.

Indeed, Mr. Sheehan asserts that the company loses eleven cents on every demonstrator sold, and that this expense is worth while in consideration of the number of sales of regular sets which follow and the good effect upon dealer and jobber of the names in the ads. The campaign has gone a long way toward making a "leader" out of the Durham Du-

plex, instead of a tail-end, because it actually shows the dealer a concrete demand for the goods, and points out to the jobber a list of customers ready to his hand. All the latter will have to do will be to "take the orders," inasmuch as the company has done most of the hard work of introducing the line as a preliminary to the advertising of the dealers' names.

An incident of the campaign has been some rather interesting experiments with window displays. In the smaller towns the company has been using a moving display known as the "wax man,"—a real man made up to represent a wax figure, who goes through the motions of shaving, together with sundry stunts to entertain.

At first the wax man was placed in the same window with the razor display, but for some reason did not pull the crowd into the store, though it attracted plenty of spectators outside. So the experiment was tried of placing the wax man on an automobile rigged up with a miniature stage, and moving it up and down the street, the window display meantime doing its work in the store window. Still later it was found that even better results were obtained by having the window display arranged immediately after the automobile carrying the wax man had left town.

Mr. Sheehan explains the above in this way: "Curiosity," he says, "can be turned into publicity, but is not in itself a sales maker. The presence of the wax man in the window with the goods directed the attention directly away from them, because the crowd was chiefly interested in the action of the figure without the thought of wanting to do the same thing themselves. Likewise, the presence of the automobile on the street gathered the crowd away from the window, and as they had all seen the window before it had not the attraction of newness to them after the automobile had gone. Whereas the display after the departure of the wax man had the advantage of being new and of hitching up directly with the motion display.

## ADVERTISING AND SALES DEPARTMENT RECORD SYSTEMS

MEN ARE JUDGED NOT ONLY BY THE RECORDS THEY MAKE, BUT BY THE RECORDS THEY KEEP AND HOW THEY KEEP THEM — SOME SYSTEMS OF KEEPING TRACK OF THINGS WHICH THE OFFICE BOY CAN RUN AND LEAVE THE MANAGER'S TIME FOR MORE IMPORTANT THINGS

*By Edward S. Babcox.*

### I

In these days of strenuous competition, the sales manager is becoming more and more a general; he is armed with facts and figures about his territories, knows the possibilities, and requires his sales agents and salesmen to produce quota, or show why.

The determination of a fair quota for each territory is the basis of record-keeping in a certain large concern selling a well-known device for office use. Note how scientifically they do it.

First they determine from census and other Government reports that there are so many concerns in each of seventy-five lines of business in the United States. Then they ascertain how many there are in each line in each territory.

Secondly, from their records they determine how many machines they have sold to date to each line of business. Then they figure this way; if there are 5,000 banks in the country and they have sold 2,000 of them, that's forty per cent. Therefore it is fair to expect that every sales agent shall sell forty per cent of the banks in his territory this year.

Every sale is reported to the home office, and is tabulated so that the facts about lines of business, etc., are available. Then, if a representative comes to the home office and objects to his quota, the fundamental facts and figures are shown him, and frequently he sees that he has been missing many good bets in his

territory by overlooking certain lines of business.

His quota analyzed by lines of business wakes him up to the possibilities of his territory, and he determines that he can do what the other men are doing, and usually does.

Go into the office of the general sales manager of that company and you will find one desk, one table, one hat tree, and six or eight chairs. Desk and table are always clear of papers; no trays of held-over work being visible.

His assistants and clerks do the detail work.

A certain concern manufacturing a product which is more or less complex and which must be sold in the customer's office by the manufacturer's salesman, rather than in the display room, requires its branch salesmen to keep accurate records of prospects and customers. Each branch city is divided into territories and a man assigned to each. The home office furnishes for each territory a list of all possible buyers, arranged alphabetically, each on a 5x3 card.

Each representative calls on his list systematically and reports in person daily to his manager (who has previously received his written reports). Thus he gets pointers about his territory from a more seasoned man. He has a card for each customer, and one of a different color for each prospect. Usually he indexes these by street and building, so when he calls in a certain section he can take all his active cards for that vicinity and make every call count.

Each of these cards has a little projecting tab. The tabs range across the top in seventeen different positions, and are numbered one number to a tab. Each number represents a different business: 1, architects; 2, wholesalers; 3, retailers, etc. These business classifications enable the salesman effectually to circulate his list with appropriate advertising matter and conserve his ammunition, none being wasted.

If the advertising department

gets out a folder for architects, there is no need of circularizing manufacturers, retailers, railroads, etc., with it for only those cards carrying architect's tabs can be easily picked out.

This particular system for branch salesmen is actually increasing sales in the business where used.

#### TRAVELERS' RECORD SYSTEM

The traveling representatives of this same firm have definite territories, ranging from one state to four or five in sparsely settled sections. They visit each town on an average of four times a year. Between times certain prospects will need attention, so the sales manager has each man carry a supply of cards like form A. Regular customers are entered, one on a card, and at each city the traveler receives cards for that town. The matter at the top of the card is usually filled in at the home office, and the salesman secures the balance of the information and fills it in after calling. Of course he makes out a new card for each new prospect, and if he so directs, the correspondence department follows up

after that a new one with the old one attached, he has his own record to go by and thus refreshes

DATE 8/4/14 CIRC AGAINST Yes SOLD THIS TRIP \$ 28.50  
QUOTATIONS, OR REMARKS

Sold 1-623

#### CIRCULARIZE ON

DATE 9/1/14 CIRC AGAINST Yes SOLD THIS TRIP \$  
QUOTATIONS, OR REMARKS

Buys out

#### CIRCULARIZE ON Copies

DATE  CIRC AGAINST  SOLD THIS TRIP \$  
QUOTATIONS, OR REMARKS

#### CIRCULARIZE ON

DATE  CIRC AGAINST  SOLD THIS TRIP \$  
QUOTATIONS, OR REMARKS

#### CIRCULARIZE ON

FORM B. REVERSE SIDE OF FORM A.  
THE TRAVELER FILLS OUT A  
SPACE FOR EACH CALL

his memory about a certain concern before calling.

This system is the result of years of experience, and the one card gives the salesman exactly the selling information he needs.

#### THE SALES MANAGER —AN EXECUTIVE

The sales manager wants facts and figures — not guesses and surmises. His records are really the

finished photographs which show the progress of the concern. Into his records are incorporated the reports from branches, agents, travelers, etc. With the reports he gets from the financial man—profits, costs, etc., these enable him to chart daily the course of his business ship. They are truly his compass. Sales managers in different lines of business require different kinds of records; the

FIRM NAME		<i>Empire City Paper Co.</i>	
BUSINESS		MAN TO SEE OR ADDRESS	
<i>Mfgs</i>		<i>Jas. Arthur</i>	
STREET ADDRESS		CITY	
<i>68 Main St</i>		<i>Detroit</i>	
OFFICE MAN		STATE	
<i>C. L. Scott</i>		<i>Mich</i>	
FACTORY MAN		PURCH AGT.	CUSTOMER
<i>H. F. Percy</i>		<i>A. B. Stevens</i>	<i>Yes</i>
HOW USING		<i>Chas. Brewster</i>	
<i>#623 and #586</i>			
WHOSE COPIES		SALESMAN	
<i>None</i>		<i>L. P. Brown</i>	
REMARKS (20 lines)			

FORM A. A FIVE BY THREE CARD OF VALUE TO TRAVELING SALESMEN

any prospects he reports. Frequently sales are closed between his calls. If this is done, the sale is entered on reverse side of the card (form B), and is returned to the traveler next trip. Each card is good for four calls, and usually lasts a year. Notice that the reverse side of the card has space for information valuable to the traveler. Receiving the same card on four successive trips, and

**One year ago today (copy-writing time) we closed the initial issue of the American Sunday Monthly Magazine. The advertising columns represented \$30,205. Today we are closing the initial issue of our second year. The advertising columns represent \$41,500. An increase of more than 37%.**

In the year just closing not a line of free advertising has been offered as a bait to any advertiser. Not one deviation has been made from our rates "to help prove our worth."

Every dollar's worth of business carried has been sold in the earnest belief that in the American Sunday Monthly Magazine there is a publication so edited, and so widely distributed as to give the advertiser national attention value at comparatively low cost.

The "free circulation" vagary was advanced and dispensed with—easily, too—for no advertiser has been able to go into any town where we have 100 or 10,000 circulation and get a copy of the American Sunday Magazine, free for the asking. He must pay at least five cents for the paper with which it is distributed.

"Our crowd" at first, with the rising inflection, of voice and eye-brow—has been

proven to be "*the crowd*" for business. We lead the list more often than not, and that in comparison with publications of undisputed influence and wide circulation.

All-in-all it has been a good first year. Our second year is going to be very much better.

We have gone to great expense to gather information not only as to the "location of people" but the "finances of the people." Now we are going a step farther and get absolute information as to their buying tendencies.

A part of our organization is now engaged in a "city to city" investigation of retail merchandising, and their reports are going to be mighty interesting to advertisers in general.

You can't market a product without a dealer and the people. You can't market it properly without the right dealer and most of the people. You can't market it properly unless you assist the dealer by advertising to the consumer.

We are going to prove to advertisers that in the American Sunday Magazine, they have a strong, connecting link to the consumer.

Forms for October 20 issue close September 7th.

## American Sunday Magazine

(Now Issued Monthly)

220 5th Ave.  
New York City.

908 Hearst Building  
Chicago

## Brings Motor-cycle Inquiries at 18 Cents

A leading motor-cycle manufacturer says his advertising in *Farm and Home* brings inquiries at 18 cents apiece, while inquiries from a "leading popular weekly" cost \$16.80 apiece.

The experience of this advertiser is just another demonstration of the *pulling power* of

# FARM<sup>AND</sup> HOME

**The Leading National Semi-Monthly Farm Paper**

It is the practical, adaptable nature of *Farm and Home's* reading matter that makes it so good an advertising medium. It is edited by practical men and women who know what they are talking about, and they keep it full of live, practical, fascinating and wholesome reading. We keep our readers abreast of the times—keep them doing things that make their farming profitable.

The best known general as well as agricultural advertisers have proved the advertising and selling value of its

### 500,000 Circulation

Every copy goes into the homes of farmers of the new era—enterprising business farmers who realize large profits from their farms as a result of the modern business principles they apply to farming. They *make* and *spend* money for "advertised goods," purchasing from local dealers as well as direct by mail. The excellence of editorials and high-class of advertising carried are indicative of the high-class of its readers.

Address Our Nearest Office for Sample Copies and Advertising Rates

**THE PHELPS PUBLISHING CO.**

1200 Peoples Gas Bldg. 601 Oneida Bldg. Aberdeen 815 Fourth Ave. 1-57 Worthington St.  
Chicago, Ill. Minneapolis, Minn. South Dakota New York Springfield, Mass.

PRINTERS' INK

17

TOWN <i>Danbury</i>	STATE <i>Conn.</i>	NAME <i>H. Long &amp; Bro</i>
POPULATION <i>20,234</i>		CONTRACT AMT. <i>\$ 250 00</i>
YEAR	PURCHASES	MO.
1904	<del>362</del> 90	19
1905	425 50	Feb.
1906	380 75	Mar.
1907	493 35	Apr.
1908	560 40	May
1909	550 00	June
1910	600 50	July
1911	595 45	Aug.
1912		Sept.
1913		Oct.
1914		Nov.
1915		Dec.
Total		Jan.

**FORM C. VALUABLE RECORD FOR SALES MANAGER**

following are suggestive and may be helpful.

Form C is a 5x3 card kept by one sales manager. Each card shows the amount of business done by a branch or agent over a period of ten years, and is of untold value to the executive who designed and uses it. Comparisons may be made instantly with all the figures before him in this way. This little card is really a compact encyclopaedia of sales facts.

The same sales manager uses form D to show results of correspondence department work. One card is made out for each correspondent, and the detail information is filled in from month to month so that the sales manager can trace increases and decreases accurately and effectively.

Such a card is valuable, too, when salary-raising time comes around. It shows whether a man is earning his monthly stipend, or not.

might be illustrated and described here. This is neither wise nor necessary. Other valuable records which many sales managers require however, are—

1. Employees record. A suitable 5x3 or 6x4 card for each employee in the sales end of the business, showing date of original employment, transfers and general history.

2. One card for each item in the line, showing sales by months for that item.

3. Card for each item manufactured, with prices of corresponding item sold by competitors.

4. Card for each branch office, showing sales expenses, gross and net profits, etc.

These and many other similar records, which every down-to-date sales manager has in some form in his office, constitute a sort of business barometer which he watches as a physician watches the fever chart of his patient.

(To be continued)

An untold number of records

**FORM D. TO PROVIDE A SURVEY OF SALES CORRESPONDENT'S WORK**

## HOW TYPE STYLE PUTS SELLING POWER IN THE AD

A CONSTRUCTIVE CRITICISM OF SEVERAL CURRENT PIECES OF COPY—THE OLD TRUTH THAT OVER-DISPLAY IS NO DISPLAY—RECONSTRUCTED ADS TO SHOW PRINCIPLES OF EFFECTIVE TYPE AND DISPLAY TREATMENT

*By Gilbert P. Farrar,*  
Director of Printing, Charles W. Hoyt  
Advertising Service, New York  
and New Haven.

The majority of criticisms condemn without suggesting a cure.

It is not the purpose of the writer of this article to set himself up as the highest authority and claim that some ads are good, some poor and some only fair.

Returns are usually more convincing than any one man's opinion.

However, there are laws of type display and arrangement which cannot be ignored without reducing the ultimate sales value of the advertisement.

All of the ads criticised in this article were probably effective, but it is the aim of the writer to suggest practical methods for making them more effective—to reiterate the laws of type display and arrangement for the benefit of advertising in general.

Try to read the Essenkay ad! (Fig. No. 1.) Or, even look at it as a unit for a few seconds.

Nearly every up-to-date advertising man or optician will agree that it violates the majority of the principles of optics. It is actually hard labor to read this ad through.

Compare it with the other Es-senkay ad! (Fig. No. 2.) Seems as if this company changed their advertising agent or manager.

**Some Territory Still Open**

Most of the territory has  
been taken up. There is only a little left  
for you to log on to represent us in your  
territory—if you are a strong, capable  
and energetic man or woman, this may  
**Wire Us at Once**

If you are in a position to  
handle a large quantity of books  
or as a distributor, we will give  
you a special arrangement.  
We will pay you a percentage  
of all sales you make. We will  
keep you supplied with  
the latest books as they come  
out of the presses. We will help  
you to get your business off the  
ground. If you want to know more  
about the proposition before you apply,  
please write us and we will mail you  
all the information you will need.

From you last publication requiring our services.
Name and title _____
City and state _____
Territory represented by _____
Indicate the work you specify _____

# **Essenkay Wins Nation-Wide Popularity**

**Thousands of Motorists Welcome Freedom  
from Punctures and Blowouts.**

**Auto tire slavery is ended**    **Esenkay Is a Proven Fact**    **Esenkay Sold Everywhere**

**Our 30 Days' Trial**

**There is an Essenkay**  
dealer in your town waiting to wait on  
you now. If you can't locate him, write us—we'll  
send his business address. And if you have any

**Auto tire slavery is ended at last—logically—convincingly—completely.** ESENKAY—the greatest tire ever offered—moreover—the most practical substitute for all ever invented—and everywhere and for all everywhere—makes punctures and blowouts impossible.

**Essenkey Reduces Tire  
Upkeep—Eliminates  
Punctures and Blowouts**

With Essenkey in your  
car, you'll never have to worry about the month  
time between tire changes.

With Essenkey in your  
car, you'll never have to worry about the month  
time between tire changes.

**With Essenay in your  
changes you have your tire up-to-date.**

Nails, glass, tin cans, and  
the like, menace you no longer, and  
restoring human life pleasure—the insurance—the  
business—will always be a good business.

**In Use for Years and  
Still Making Records**

One year, two years, five

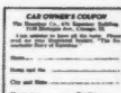
**And these are facts, mark you, not claims. From coast to coast, thousands of motorists are using Esso Gasoline, enthusiastically, endorse it.**

**Essexay Is a Revelation**  
Heretofore your tires—the very foundation of your car—have been so treated, *Essexay* makes them relatively safe. It is the first tire to withstand the effects of the air-filled tube to carry every customer the most complete confidence—the safety—the strength—the durability.

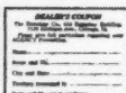
**You'll never begin to realize the resiliency—the smooth, even, easy riding qualities of Essentay and you have used it. Essentay is simply wonderful.**

**Pumps become relics of the past.** Easenay is placed in your well at any pressure desired, and it consumes hardly.

[CAR CHASSIS COLUMNS](#) [CARRIERS](#) [CHASSIS](#) [COUPLINGS](#) [DRIVE TRAINS](#) [FREIGHT CARS](#) [GEARBOXES](#) [HORN](#) [LADDER](#) [MOTOR](#) [STEERING](#)



THE ESSENKAY COMPANY, CHICAGO, ILL.  
628 Essenkay Building, 3120 Michigan Avenue



### FIG. 1 HARD WORK FOR THE EYE HERE

# W O M E N

## DON'T WEAR THEM

WOMEN don't wear patterns. If they bought a pattern to WEAR it would represent just what it cost—fifteen cents. Like a piece of braid or a few buttons, it would be relatively unimportant.

But did you ever follow a woman through the process of making a dress?

She studies styles for hours—she shops long and tirelessly. She cuts up yards of costly material as the pattern tells her to do. It means time and money, thought and fine discrimination, and when the garment is done, it means a big or a little triumph in the art of being well dressed.

Because that fifteen cent pattern represents all this, the most significant transaction in the whole series is the selection of the pattern itself. The keen attention with which the woman goes through The Monthly Style Book is what makes it important to you if you manufacture dress materials. The next thing she does after she finds the pattern is to buy the goods.

2,000,000 women a month consult The Monthly Style Book. What have you to advertise to them?

ADVERTISING DEPARTMENT  
THE CURTIS PUBLISHING COMPANY  
NEW YORK · CHICAGO · BOSTON  
PHILADELPHIA





## Exerts the greatest influence of any farm paper in our respective neighborhoods

So state 209 out of 358 prosperous dairy farmers, of that leading farm weekly of the Middle States



NEW YORK, N. Y.

TRADE MARK REGISTERED

THE above is the result of an investigation among the leading dairymen, taken purely at random, in New York, Ohio and Pennsylvania, the great dairy states containing the bulk of *American Agriculturist's* circulation. The average size of the farms of the dairymen reporting was 225 acres, and each dairyman kept an average of about 40 cows.

This report (further information on request) should be significant, not only to manufacturers desirous of cultivating the trade of dairymen, but to every advertiser interested in reaching the *big buying farmers* of the Middle States.

The influence of *American Agriculturist* among these leading dairymen is a splendid indication of its popularity.

That's why the best known general, as well as agricultural, advertisers are using *American Agriculturist*, with its

## 145,000 Circulation Guaranteed

Its subscribers are the most enterprising and wealthiest farmers. They are keenly alive to their own business and social interests, eager to expand their markets, reduce cost of production, eliminate waste, and to live and dress better, so they are buying, not only agricultural needs, but more luxuries than city people can afford nowadays. There is *purchasing power* in this circulation.

Sample copies and advertising rates on request. Address nearest office.

### ORANGE JUDD COMPANY

1209 Peoples Gas Bldg.  
Chicago, Ill.

601 Oneida Bldg.  
Minneapolis, Minn.

315 Fourth Ave.  
New York, N. Y.

1-57 W. Worthington St.  
Springfield, Mass.



FIG. 3. TYPE TREATMENT OF HEADING NOT GOOD

It has unusual selling value and would undoubtedly cause more people to read the ad through.

Try it on yourself. Which ad would interest you?



FIG. 4. SAME COPY, BUT WITH A SUGGESTION OF IMPROVED TYPE ARRANGEMENT

The Essenkey ad (Fig. No. 1) is an example of too many sub-headings, while the Indestructo is an example of not enough.

The Essenkey ad (Fig. No. 2)

# INDESTRUCTO

For the Now-and-Then Traveler—The veteran Globe-Trotter—The Suit-Case Bachelor—there's a piece of Indestructo Luggage waiting.

A Trunk—a Suit-Case—or a Bag that will give just a little more service—an added air of refinement—a greater measure of satisfaction than you have ever known before.

Why endure the troubles and annoyances of old-style luggage—why put off the Indestructo Day until some ordinary bump plays "hare and hounds" with your belongings?

 Comfortable travel suggests safety and convenience—freedom from the worries of baggage. Indestructo on your luggage means comfortable travel—safe travel—for five long years of splendid satisfaction.

This we guarantee—your trunk must give you five years of honest wear, or you get a new one.

You are interested in getting full value for your money—and you have our written insurance against even an unknowing purchase by people who are not themselves expert in luggage selection.

In this very substantial way we express to you the confidence we feel in Indestructo Luggage.

You may have our Travel Book today—May we send it to you?

National Veneer Products Co.  
301 Beige Street  
Mishawaka, Indiana

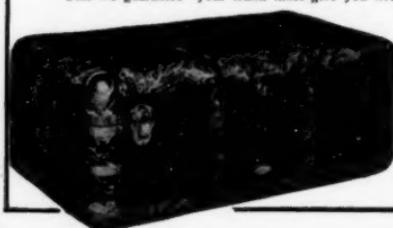


FIG. 5. SLIGHT DISPLAY OF LINE MARKED WITH X WOULD IMPROVE THIS AD

# Yes, You Can Get Wasteless Circulation

Since you first learned to meet people through salesmanship on paper you have heard of *wasteless circulation*.

But how often have you been able to get it?

By building circulation along one line—making each paper appeal to only one sort of men—we can point to five instances of absolutely wasteless circulation—In the Hill Engineering Weeklies.

Select the paper that goes to the field in which your machinery is used and each line you print is focused wastelessly on men who are possible buyers of what you have to sell.

Subscribers to the Hill Weeklies pay for the privilege. They pay because they want to read the paper—editorial, news and advertising—and they believe what they read.

## Making It Pay

Fifteen people trained in modern advertising are at your service in planning your campaign and supplying the advertisements for it. The service is gratis. This department lives up to its name of "Make-It-Pay Department."

Address

**Hill Publishing Co.**

505 Pearl Street

New York City

THE five quality circulation engineering weeklies of the Hill Publishing Co. are:



*The Engineering and Mining Journal* (1866)

Devoted to Metal Mining and Metallurgy. Circulation **10,000**.

*Engineering News*  
(1874)

The Standard Paper of Civil Engineering. Circulation **19,000**.

*American Machinist*  
(1877)

Devoted to the Work of Machinery Construction. Circulation **25,000**.

*Power* (1880)

Devoted to the Generation and Transmission of Power. Circulation **30,000**.

*Coal Age* (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation **8,500**.

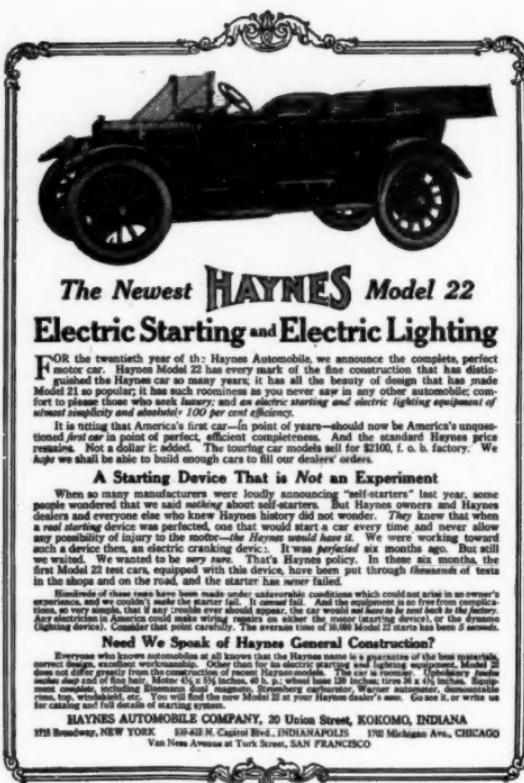


FIG. 6. A TWO-PAGE SET-UP WOULD MAKE READING EASIER

stands between the two and shows a wise use of selling points for sub-heads.

To prove what a small detail will do toward increasing the looks of an ad, take a brush and make a white line about one-eighth of an inch wide in the center (perpendicular) of each paragraph of the Haynes automobile ad (Fig. No. 6), or cut a strip of white paper about one-eighth of an inch wide and lay it over the center of each paragraph.

Notice how this test also increases the effect of the sub-headings.

This type is too small to be set in a column as wide as this ad. It is also too heavy for tone of the border.

To make this ad still more ef-

fective the reading matter should be reduced and the type leaded a trifle. This would help to reduce the tone of the ad and therefore conform more to the border.

These tests and criticisms are for you to make and then the results are for you to decide whether these several ads could have been helped in selling value by the few slight changes made.

These changes will make these ads conform to some principles of display. These principles can be applied to a large variety of ads. They are the same—only the application varies according to conditions.

## THE JOBBER'S SALVATION

Jos. A. RICHARDS & STAFF.  
NEW YORK, Aug. 22, 1912.

*Editor of PRINTERS' INK:*

I notice that a title of one of your articles this week reads: "John Clafin—The Middleman Who Refused to Be Abolished—Why He Sought Retail Outlets and Reached Out for Mills to Supply the Goods." It struck me that it might have read: "John Clafin—The Middleman Who Abolished Himself by Becoming a Manufacturer on One End and a Retailer on the Other."

Do you think my point of order is well taken?

J. W. RICHARDS.

**LIEBES PRESIDENT OF HAMBLIN  
AGENCY**

Arthur Liebes has resigned from the directorate of the Homer W. Hedge Company, New York, and on September 1 assumes the presidency of the W. F. Hamblin & Co. agency. W. F. Hamblin continues as treasurer of the firm.

# Rockefeller and Rogers Made Twenty Millions Anticipating Brooklyn's Rich Home Market

The Wall Street Journal (Aug. 15) tells authoritatively how in 1895 William Rockefeller and H. H. Rogers, knowing that Brooklyn must become more and more New York's great home district, made an investment which has, to date, made them a present of \$20,000,000.

They purchased Brooklyn's gas and electric properties for \$5,000,000, which today are earning 8.8% on \$25,000,000 by selling light and fuel to Brooklyn families.

Nothing could indicate more pointedly that Brooklyn is a *rich field for the sale of anything used in the home.*

Many Eastern cities grow very slowly—but Brooklyn, almost alone of Eastern cities, has been growing with the speed of a live Western city. This is provable by the Rockefeller-Rogers experi-

ence. Yet it has what no Western city has, the world's greatest and richest business metropolis at its door, which boosts Brooklyn's per-family earning — *and spending* — power much above the average of American cities.

Your goods must be very unusual if they haven't a greater possibility of sale in Brooklyn than anywhere else; and probably nowhere else will you find the machinery for telling your story to so large a group of families, in such efficient and influential shape.

The Brooklyn newspapers exist for Brooklyn homes—the great bulk of circulation is delivered to the family door—is read by the real purchasing authority—the wife and mother.

Write to any of the following:

*Brooklyn Daily Times*

*Brooklyn Citizen*

*Brooklyn Standard Union*

*Brooklyn Daily Eagle*

*Brooklyn Freie Presse*

## FRAUDS PRACTISED ON QUAKER OATS COMPANY

COUPONS INTENDED FOR USE BY CONSUMERS CUT OUT BY DISHONEST GROCERS AND SENT IN FOR CREDIT—QUICK ACTION BY THE ADVERTISER

The Quaker Oats Company has been using what apparently seemed to be a simple but effective method of creating a demand for puffed rice. Believing, as do a number of other food advertisers, that the best way to make a user is to give away a package of the goods, a coupon was used in the advertising. All the reader had to do was to sign the coupon and turn it in to the grocer. The grocer, in turn, could get a credit of fifteen cents by sending in the coupon.

But no sooner was the plan put into effect than the advertiser began to see that it was appealing a little too strongly. Large batches of coupons began to come under suspicious circumstances, and prompt investigation showed that some grocers were unable to resist the temptation to defraud the advertiser. A Philadelphia grocer sent in about 400 coupons clipped from the same paper, and he did not even take the trouble to vary the handwriting. When the Quaker Oats man called on some twenty of the persons whose names and addresses were on the coupons, they denied having received a package of puffed rice or of knowing anything about the matter. The grocer, confronted with the evidence, confessed that he and his son had bought up a lot of papers and made the improper use of the coupons. Another Philadelphia grocer sent in ninety-two of the coupons. A Harrisburg retailer clipped ninety-eight all from one publication and later confessed that all but five were bogus, besides confessing that he had "fixed" additional lots of coupons and sent them in through other grocers. Two large lots came from Atlantic City grocers, one of fifty-eight and an-

other of one hundred and thirteen, nearly all of which were found, on investigation, to have been used improperly. A batch of ninety-eight, nearly all bogus, came from a small town. In a number of cases those who dealt so unfairly with the advertiser confessed their wrong-doing; in other cases they invented explanations. In one case the head clerk turned out to be the guilty person.

The Quaker Oats Company is considering the prosecution of some of these offenders as an example. The experience goes to show that in cases where it is so easily possible to defraud some checking method must be devised.

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### POEM AND SOAP AD ARE BOTH INSPIRED

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I have sometimes asked my literary friends the bluntest of questions in the bluntest possible manner, writes T. Sharper Knowlton in the September *Century*, discussing "The Uses of Imagination in Business." When Swinburne was imagining "Atalanta," and Lipton imagining the means of adapting particular blends of tea to the quality of local water supplies, was the poet using a faculty quite different from that of the provision dealer?

My argumentative friends believed they had cornered me when they instituted a bold comparison between a celebrated poet and a soapmaker. "Do you mean to say," they exclaimed, "that the language of an advertisement in the New York \_\_\_\_\_ demands the same faculty to produce it as the language of Shelley?" Here is a shout from the soapmaker:

Wilkinson's Peerless Cleanser.

Now contrast it with lines like these: Life, like a dome of many-colored glass,

Stains the white radiance of eternity.

Do you tell us that the soapmaker and the poet used the same kind of imagination?

I replied that there is only one imagination, just as there is only one memory.

There is not a set of brain-cells for imagination in poetry and another set for business. Besides, the *not* in literature has its perfect correspondence in commerce. Flaubert never looked more carefully for the one word to express his meaning than the business man does to set forth the precise nature, use, and attractiveness of his commodities. Modern advertising is, in fact, a triumph of the imagination.

---

Frank J. Mulcahy, vice-president and general manager of the Crane Valve Company, in Bridgeport, Conn., died August 18. Mr. Mulcahy, who was purchasing agent for the World's Columbian Exposition, was 59 years old.

## SELLING YOUR OWN SALES-MEN ON YOUR PROPOSITION

HOW FAR DOES IT PAY TO GO IN ENLISTING THE LOYALTY OF YOUR FORCE?—GOODYEAR TIRE AND RUBBER COMPANY LET ITS HIGH-GRADE MEN BUY INTO CLOSE CORPORATION—CREATION OF NEW DEPARTMENTS—QUOTA CONTESTS AND OTHER SALES DEVICES

*By Charles W. Hurd.*

After all, the place to go for more business is *your own organization*. That is where the big possibilities are, and where the least effort will go farthest.

There is a very close connection between this fact and the fact that the Goodyear Tire and Rubber Company takes its star men into partnership by selling them a substantial stock interest in its close corporation.

There is also a close connection between these facts and the fact that the Goodyear company is sell-

ing twelve times as many automobile tires as it was three years ago—100,000 tires a month. Indeed, in the opinion of President Frank A. Seiberling, these facts stand to each other in the relation of cause and effect.

In big-volume business, success must necessarily be a matter of organization. Mere size of staff does not count most; but teamwork, with sense and spirit, does count.

How to get together a high-grade force; that is one of the big questions of management. How to develop force possibilities is another. It is the more important question of the two, the most studied and the least often answered with any sort of satisfaction.

There seem to be two popular schools of thought as to getting sales action. One of them is the old ginger idea, the other is the newer idea of training.

The ginger idea is based on mental suggestion or domination. In its more futile and outgrown

# The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

aspects, it figures as rainbow talk. Its up-to-date expressions are house competition, premium contests, etc.

The foundation of the second idea is that the intellectual and other powers of the salesman may be developed to an unlimited extent by something akin to hot-house forcing.

The two methods are often combined in different proportions, chiefly in the larger industrial corporations. Salesmen receive a preliminary training, are educated progressively by house organs and other literature, and are then put on their mettle through competition with each other in one way or another.

The best of each of the two methods or their combination has achieved good success. But do they represent the high water level of scientific management applied to salesmanship?

Not if the Goodyear people, or Andrew Carnegie, or George W. Perkins and others of the same opinion are right.

The Goodyear idea is that if you expect to get your salesmen to identify the house's interests with their own, you must make the identification a substantial reality and not merely a pleasing abstraction. In other words, you will get just what you give, and as much as you give.

Every salesman, and more especially the best salesman, is nursing an ambition of his own. Sometimes it parallels the house-ambition for some distance, and the fact that it does not parallel it all the way, always, is due to the fact that the house will not let it. At some point or another, it must branch out in order to maintain its growth.

So that, as soon as a salesman has gone through his period of probation in the Goodyear organization, which may take several years, he is allowed to acquire an interest in the company.

There is a necessary corollary to this. It might be objected that in the course of time the business would be congested by having high-salaried partner-stockholders in all of the principal places, and

the territories filled with men who had little hope of advancement or opportunity for making records.

The answer to this is, that the policy provides for its own extension. The business is growing so fast, according to its reports, that new departments are being opened from time to time and new businesses being acquired, thus furnishing additions to the line. The company not only makes automobile tires, but truck, carriage, motorcycle and bicycle tires and sundries as well. The new departments are headed by men taken from and developed in the business. In a large and growing business like this, manned by men who have a lively interest in the house, there is no definite limit to development. New departments and subsidiary companies may be added ad libitum.

That is the inducement to make the ambition of the salesman and the house run parallel all the way. That is the stimulus that reaches every part of him and taps all his latent resources for the profit of his associates as well as of himself. A career plotted out and laid down for him and made concrete and definite—*the goal in sight*—that is what it takes to stir his imagination, his enthusiasm, ambition and energy to the fullest exertion.

Consequently, it is a business proposition, in the eyes of the Goodyear company, this taking of him in, when he's worth it. It is an investment, just as much as an advertising expenditure is an investment. It comes high, perhaps, in comparison with some of the old-time devices for securing co-operation, but it gets more.

President Seiberling applies the policy all down the line, to the credit and accounting as well as the factory end of the business. The same opportunity for sharing the profits is open to the exceptional men in the organization, while for the rank and file there are several unusual inducements to give loyal and permanent service to the company.

The most important of these is the Goodyear Benevolent Association started by the company.

**O**KLAHOMA IS THIS YEAR HARVESTING THE MOST MAGNIFICENT CROP the state has ever produced. The cream of all these products will be shown in competitive exhibits from every county in the state at the great annual State Fair.

This Fair is the farmers' school and his playground. It is the annual gathering place for thousands of prosperous farmers and stockmen, who come, not only to see the results of scientific and improved methods of farming, but also to be entertained and to purchase from the hundreds of exhibitors farm machinery, implements, manufactured articles, automobiles and high-grade livestock and poultry.

For this year's Fair, THE OKLAHOMA FARMER STOCKMAN is preparing a splendid State Fair Edition, to be published September 24. It will be the last edition in which space can be had at 15c per line. Its guaranteed circulation will be 75,000. It will contain many articles of special value to farmers and stock raisers. In addition, it will carry the complete programs of all State Fair events, and will be kept for reference by thousands all during the twelve days of the Fair. It will be of unusual interest and value to its readers, and, therefore, of unusual value to advertisers. Space should be reserved as early as possible. Forms close September twentieth. Fair opens September twenty-fourth.

## Oklahoma Farmer Stockman

THE E. KATZ SPECIAL ADVERTISING AGENCY, Representatives  
15 East 26th Street  
New York City

409 Harris Trust Building  
Chicago, Illinois

but now maintained by the employees. Members of the association pay in \$3 a year and in return get in case of sickness \$5 a week for a number of weeks and in case of death a dollar collectively from each member for their families. There are more than 4,000 members now. That is pretty cheap insurance, and is appreciated as such by the employees.

The housing question has now been taken up by the company and President Seiberling has just bought 300 acres of land near the factory on which 1,000 model houses will be put up to be sold to employes at actual cost, on long time terms.

These instances indicate the kind of a foundation the company has laid to insure harmony and loyalty. But this established, all the other modern trimmings follow. The new salesman, for instance, is put to school before he goes out on the road to sell. He must know the goods and everything about them and about the competitive trade before the sales manager, G. M. Stadelman, trusts him out of sight.

Out on the road he follows him every week with a series of questions on practical points which must be immediately answered. And once a year the salesman goes back to Akron for a week's "brushing up," as it is called. Every salesman young or old, must do this. There is no convention. The salesmen go, two from each of the eight or ten districts. That makes a class small enough to allow of personal attention to each man

and close intimate study and discussion.

A convention is always a magnificent thing, but it is a question if there is not really more power in the small intimate study-group.

Out in the field, the salesman is in constant touch with the house. The organization is the usual one. The country is divided up into districts. Each district has a district manager with a local manager under him to look after outside business, a chief clerk to look after inside business, and the salesmen are under them. The house gets daily personal and



## Proved 1,250,000 Times on 200,000 Cars

Remember this in the cities we make about

Goodyear No-Rim-Cut tires.

More than 1,250,000 Goodyear tires have

now gone into use. They have been tested out,

probably, on 200,000 cars.

Not one of our patent tires ever had a cent.

Tiremen  
Spare Around

Our Patent Type

Saves 23 Per Cent

One car owner can save 23 per cent

in tire expenses by using our tire.

That's the way which most

tiremen are saving money.

There were the years when most

tiremen were saving money

and not on tire-testing, but

in how much better tires

they were getting.

And there were the years when

most tiremen were saving

money developing the No-Rim-Cut tire.

They were the years when

most tiremen were not, and still

were not saving money.

But today a final test comes from

the Goodyear No-Rim-Cut tire.

In the past with the demand

for Goodyear tires, it has

been tested in the past 12 months.

Almost a hundred No-Rim-Cut

tires have been tested in

all of the states and almost as

well as in Canada.

And the average comes over rated size is 16.7

per cent. Motor car owners by the time of these

tests have proved these average savings.

And No-Rim-Cut tires—because of this prov-

ing—now far outlast any other tires which men

have ever built.

And the average comes over rated size is 16.7  
per cent. Motor car owners by the time of these  
tests have proved these average savings.

And No-Rim-Cut tires—because of this prov-

ing—now far outlast any other tires which men

have ever built.

### Kills the Uphill Dragons

This is the name given to the  
tire which kills the uphill dragons.

Over 100,000 Goodyear tires are

now in use on the roads of the

United States, Canada, Australia,

Europe, South America, Africa,

India, Japan, Australia, New Zealand,

South Africa, and many other countries.

Now drivers, drivers of motor

cars, drivers of trucks, drivers of

buses, drivers of trams, drivers of

motorcycles, drivers of bicycles, and

drivers of all kinds of vehicles

are using Goodyear tires.

They are becoming popular—  
the Goodyear tire is the tire to use.

They are the years when

most tiremen were not, and still

were not saving money.

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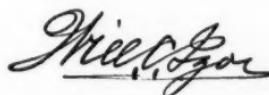
And No-Rim-Cut tires—because of this prov-

ing—now far

# To-day's 800-line page

November issue,  
instead of 400 as

formerly. And once a month instead of twice. Longer life and more life while you're living. Do you know you're living? Read my letter about this.

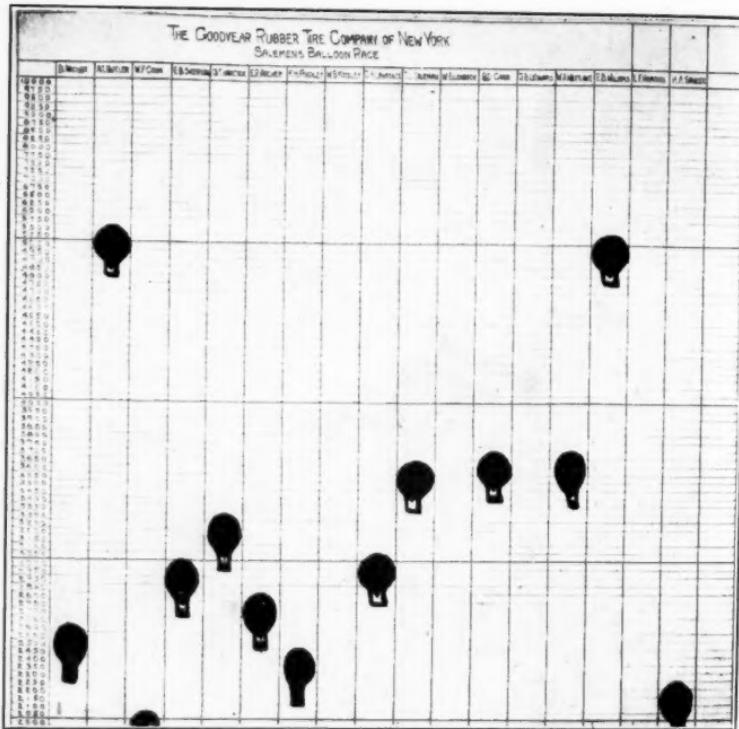


*Advertising Manager*

also secure specifications of builders. They are credited with everything coming out of their territory whether they get it directly or not. They are told day by day just what their efforts are producing. They always know selling cost and thus what they are worth to the house. Nothing of this sort is kept back from them. They are never in doubt

every letter he writes. Every salesman gets a lesson on well and misdirected energy.

This publicity has made possible a rather unique classification. Every salesman is a "5 per cent salesman" or "6" or "7 per cent man," according to the cost of getting the business he brings in. The "6 per cent" salesman is better than the "7 per cent" man,



## HOW NEW YORK MANAGER GETS BOTH HUMAN INTEREST AND SELLING THOUGHT INTO SALESMEN'S RACE BY USE OF BALLOON FIGURES ON CHART

as to where they stand or where the business stands.

This internal publicity is a very marked characteristic of the company. One of the natural results of such a policy is to bring about a condition that will produce nothing but positive things to report. Every eye and ear is therefore agog for waste. Cost accounting reduces everything accountable to system. Every district manager knows the cost of

because his business costs the house less.

That is getting down to the heart of the thing. The salesman is judged by his "net," not by his "gross," and it makes a better business man of him to know it. It is, therefore, a part of the Goodyear system to see that he knows it.

From this follows almost necessarily the quota plan. Cost accounting and analysis show what

the different districts produce, on the average, week in and week out, day after day, allowing of course for differences of season and other elements.

Standard quotas of business are therefore set in the several districts with remuneration for the salesmen fixed in accordance.

This generally works out well, though there are some defects in the scheme for a house carrying many lines. There is a temptation for the salesman to slight the lines on which he has made his quota in order to bring other lines up. It is not a serious defect, but it sticks out under the glare of the cost accounting bull's-eye.

There is a sort of brutality about the quota plan if applied without any mitigating circumstances. It has to be understood that there is so much business in the territory anyway and that it is being lost if it is not produced, but you can't say flatly to a list of high strung salesmen: "There's what you've got to get. Now go get it."

The pill has to be sugared in various ways. This is left for the most part to the district managers to arrange, although new ideas are passed around freely.

One of the new ones comes out of the office of the New York district manager, J. B. Maus. Mr. Maus has on his wall a large piece of cardboard, ruled off horizontally, into lines representing business secured of from \$50 to \$10,000, and vertically into columns for each of his sixteen salesmen. Each salesman has in his column a small colored tag in the shape of a balloon and as fast as his month's business grows the balloon rises on the board.

There is a double purpose in the choice of the balloon. The balloon not only animates the chart and vitalizes the competition, but it recalls to the salesmen that there is *balloon* business to be secured.

A great expansion in balloon popularity is looked for by the company owing to the invention of a rubberized, wire-threaded fabric which it controls and which it believes has solved one of the

## Even A Pessimist

Advertisers are the most optimistic people in the world.

They are willing to pay in advance for circulation they hope to get.

But "even a pessimist" might advertise in McClure's, because our rebate-backed plan fixes it so he can't lose.

## McClure's Magazine

ERNEST F. CLYMER  
*Mgr. Adv. Dept.*

greatest difficulties in the way of balloon development. So it is going to push hard for balloon business before any real competition gets started, and that is why it is driving the idea into its salesmen.

"One of the advantages in the chart," said Mr. Maus, "is that it shows everything at a glance. I can see what any man is doing. Take these men down near the bottom. I know the reasons for it. This man has been looking after collections in his territory for a few days and it has handicapped him. This man has had a sore foot and can't cover his territory. This is a new man," etc.

On Mr. Maus's desk, by the way, there is something which you probably would not find in any other sales manager's office in New York City or perhaps the country—a telegraph instrument. And Mr. Maus can operate it, too. When he wants to get quick action with Akron he can get it. The company is now installing a wireless telegraph outfit in every one of its branch headquarters, as well as bringing the different Akron departments closer together by means of a recent telephone improvement.

One of the means by which the company keeps its men enthused and its public informed is the more or less well known large, yellow bulletin. There is nothing fancy to it. It has the name, the trade-marked Mercury's foot and the word "No-Rim-Cut tires—10 per cent. oversize. Over 1,000,000 used." But under this in an opening cut to receive it is a large white strip with the actual sales to date—just now, about 1,500,000. That is the bulletin board that shows the score.

As often as the salesmen can get together off the territory, about once a week, there is live talk by the district manager and a discussion and, sometimes, a dissection of prospects. It is the last word in house-help.

\*\*\*

Frank MacPherson, advertising manager of R. H. Macy & Co., of New York, died on August 22 at East Rockaway, L. I. Mr. MacPherson had been connected with the Macy Company for twenty-five years. He was born in Rome, Italy, forty-six years ago.

## HOW MUCH TO SPEND FOR ADVERTISING

INQUIRY INTO A NUMBER OF CLASSES OF GOODS REVEALS WIDE VARIETY OF PRACTICE IN FIXING APPROPRIATIONS—PUBLIC SERVICE CORPORATIONS USUALLY SPEND ONE PER CENT OF GROSS BUSINESS—FOODS RUN AS HIGH AS HALF OF PROFITS WHILE SOME MANUFACTURERS OF TOILET ARTICLES SPEND FROM TWENTY-FIVE TO SIXTY-SIX PER CENT

A letter received by PRINTERS' INK has justified a special inquiry to learn what per cent of the gross business, or of the profits, is considered an adequate advertising appropriation, in various lines. The results of this investigation are interesting enough for general reading, although the sources of the information cannot in justice be given. The letter is from a large corporation, and in substance is as follows:

We are not general advertisers, but our status among large construction companies, if not, indeed, as the largest of them all, has been gained with the aid of a carefully developed system of direct advertising that began some four years ago. Although helpful in getting some very large business for us on a basis free from price competition, our advertising appropriation has always been small, and it may be that we ought to increase it. We should like to know the percentage of gross business put into advertising by a successful and well-known company in each of the following fields: Electrical machinery and supplies, automobiles, pianos, department store, public service corporation (gas or electrical), bond house, bank, food stuff, toilet articles. Being subscribers to PRINTERS' INK, and doing what we believe is constructive work along a somewhat new line in the advertising field, we are confidently counting on your help.

The above organization is a holding company managing thirty-five distinct corporations. The combined capitalization is over one hundred and sixty million dollars; the gross earnings in 1911 were nearly twenty-three million, the net over ten million. The company secures contracts everywhere to construct certain kinds of public service plants and similar private ones, often instigating the erection of such works in order to secure the business. It is

# HARPER'S MAGAZINE

The amount of cash receipts from subscribers during 1911 (this year's subscription list) was the largest in the history of the magazine.

The gain continues—for the entire August Edition was exhausted within ten days of publication, and the September Edition was the largest published since December.

More than six hundred thousand people of refinement, discrimination, intelligence and wealth read Harper's Magazine every month.

Do you wish to place your proposition before this clientele? They have money to buy your wares.

\$225. a page if three are used within a year.

If you wish additional information, address

## ADVERTISING DEPARTMENT

# HARPER & BROTHERS

FRANKLIN SQUARE

NEW YORK

a condition of their bids on public service work that they shall be permitted to invest some of their own money in the enterprise, and to receive the new company's securities in part payment for their work. On the one hand, then, this company has its construction business, and on the other hand the manufacturing of securities a part of which are placed on the market.

The letter throws no light upon the nature of the advertising now contemplated. With "forty-five million dollars' worth of construction on hand," it would seem probable that the advertising is to be directed to widening their market for stocks and bonds. Or it may be that the company wishes by an educational campaign to extend its reputation preparatory to some new development in either department of its business. Confronted with a specific advertising proposition, the experiences of other concerns would still need to be taken as a general guide only; much more so in an indefinite case of this kind. No attempt is made here to analyze the figures that are set down, but a study of them will throw some light on the relation of advertising to profits.

#### HOW THE ADVERTISING APPROPRIATION IS FIXED

The business men interviewed, authorities in their respective lines, are of one mind regarding the method of fixing the advertising appropriation: it should be by a definite percentage of the gross sales; but in some instances the appropriation still is in the class with "entertainment expense" so far as regards scientific analysis of needs,—and results are in keeping with the policy in either case.

In lines most like this correspondent's one per cent of the gross income seems to be the standard of advertising appropriation. One authority in public service advertising insists that one per cent is the safe figure. Several years ago a Public Service corporation operating country-wide through associated companies called upon this man for

advice. The gross annual revenue of the company then was \$40,000,000 in round figures, and the advertising expenditure *happened* to approximate one-half of one per cent, namely, \$200,000. He recommended that the advertising be provided for by a fixed appropriation of one per cent, neither more nor less. This policy was adopted and is still in force. The gross revenue had increased in 1912 to over four times that of 1904, and the individual customers of the corporation had increased from 1,600,000 to 6,600,000, the increases being very largely attributed to the comprehensive advertising which this corporation carries on.

A valuable example of an opposite character is furnished by another Public Service corporation. This company also about five years ago called upon a prominent advertising man for assistance. This house was then doing a business of over \$13,000,000 annually, and with keen appreciation of the value of advertising offered to give its advertising manager *carte blanche* to pitch in and wage a campaign that would open people's eyes: "Go as far as you like," they told him, "don't stint; here is an appropriation of \$10,000; spend it like water." That was *seven-hundredths of one per cent* of the income.

Ten thousand dollars will help some in advertising almost any business. That annual expenditure has helped that concern so that by 1911 its annual business amounted to \$19,000,000, a sheer bound of \$6,000,000.

The appropriation of \$10,000 made a brave showing in the papers, but just how much of the increase it actually produced, no man can say.

An electrical goods manufacturing house began its advertising in trade papers, spending one and one-half per cent of the gross sales annually and established its reputation and business. Its gross earnings in 1911 were over \$38,000,000; net profit \$6,000,000. This company is now conducting its advertising in the general magazines on an appropriation of one per cent of gross sales, approxi-

mately \$400,000 annually. Another such company, a subsidiary but doing a wide business and advertising systematically in trade papers only, has never taken up the subject scientifically, but the appropriation amounts to one per cent of the sales.

An appropriation having no relation to earnings is made annually by one Wall Street bond house that uses standard magazines, financial papers and newspapers extensively. There seems to be difficulty in getting any appropriation at all, but the amount is over \$50,000, possibly twice that figure. What per cent this is of the business done we do not know, but the experience of this house may still be instructive. The selling of bonds is a difficult piece of merchandising. The selling organization of this house covers the country at long intervals and then hits only the high spots in the financial world. The standard magazine advertising is not consulted for advice by such buyers, and such advertising is considered as of doubtful value, excepting to establish the reputation of the house as an educational policy. The mail-order business generated is comparatively small. The direct-to-consumer advertising is carried on in the newspapers, which receive the larger part of the appropriation. The advertising copy is also directed to attracting first offers of bonds that may be destined for the wholesale market.

Financial houses do not yet offer the best criteria in the field of advertising, though the experiences of the few that do general advertising are sufficient warrant for similar houses to enter the field. A Pennsylvania bank did \$1,000,000 of new business on an advertising appropriation of one-half per cent; but as the margin of profit could scarcely exceed two and one-half per cent, the showing would not be considered exceptional by a large mercantile house.

Getting into those lines of business not so closely associated with that of our correspondent, it is stated that the most successful



## The Memphis Commercial Appeal

**The South's Greatest Newspaper**

Keeps right on growing,—growing in circulation, growing in power and influence, growing in advertising patronage both local and foreign.

THE COMMERCIAL APPEAL has the largest circulation both daily and Sunday of Southern newspapers.

THE COMMERCIAL APPEAL ranks among the first eight in all the country in advertising space carried.

THE COMMERCIAL APPEAL has the most complete and extensive news and feature service of the newspaper of the south.

THE COMMERCIAL APPEAL enjoys a unique position among the daily and Sunday newspapers of the United States in that it reaches nineteen out of every twenty newspaper readers in its territory.

The average daily circulation for the first six months of 1912 was 55,618 copies. Average Sunday circulation for the first six months of 1912 was 87,438.

The average circulation of The Commercial Appeal's great weekly edition for the first six months of 1912 was 98,376 copies.

The Weekly is the agricultural authority in the richest and most fertile farming section on the face of the earth.

**THE JOHN BUDD COMPANY,**  
*Advertising Representatives,*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

automobile manufacturers are spending about four per cent of gross sales in advertising. A few appropriate six per cent, and some drop down to two and one-half per cent and one and one-half per cent. Others for special "drives" will make exceptional appropriations. Automobile advertising, while dominating considerable space, is not, according to some, getting the most value out of the money put into it. This is true particularly of the truck business. Much bigger appropriations are needed in order to educate the public in regard to motor trucks, as it has been educated in the field of pleasure cars. One prominent Detroit manufacturer of the latter is mentioned as having spent \$750,000 (thirty-three and one-third per cent of sales) one year, and in the four years since has increased the business tremendously as a result.

One piano house that is known as a large advertiser considers an eight per cent appropriation as reasonable and fully warranted by returns. Department stores are spending from two to four per cent, and on some of their departments six and eight per cent in advertising in local newspapers. Advertisers of toilet goods, one eminent authority states, spend from twenty-five to sixty-six per cent of gross profits in advertising their products. This class of goods is almost always advertised in a great variety of publications. It is not always a question of conservative business standards when determining the advertising policy of some commodities; frequently it is solely a question of spending a large sum to make a smaller but still noticeable profit. One patent medicine manufacturer is known to have been satisfied to retain \$200,000 out of \$700,000 gross sales, spending the bulk of the balance in advertising.

Other heavy advertisers are the producers of various foodstuffs. One house of high reputation regularly appropriates for its advertising \$50,000 and is doing a \$10,000,000 business annually. This

house is doing New York newspaper advertising solely at present, laying the foundation for a national campaign. Certain well-known food manufacturers limit their appropriations to from one to two per cent of gross sales, while at least one manufacturer is said to spend regularly fifty per cent of his profits, which are stated to be between three hundred and four hundred per cent. Three years ago this manufacturer spent \$1,000,000 in general advertising, content to take a net profit of \$1,000,000.

The foregoing figures have been given to PRINTERS' INK by some of the most prominent advertisers in the country. The fact is conditions vary tremendously, and the figures vary with the conditions, rendering it impossible to set down any hard and fast rules to fit unknown circumstances. Indeed, some advertisers contend that the system of basing the advertising upon the gross sales or the net profits is not a scientific method at all, and that the only satisfactory way of arriving at an appropriation for the coming year is by taking the cost of each item in the past year's campaign and deciding whether it is necessary or not for the coming year. After the items which can be dispensed with have been weeded out, each department head has an opportunity to suggest what he thinks should be added.

Of course, that holds only for a going concern. The new advertiser has no choice except to base his appropriation upon a percentage of his business, or to spend "as much as he thinks he can afford."

#### CLARK SUCCEEDS BOLLES

A. Eugene Bolles has resigned as vice-president and general manager of the *Bicycling World and Motorcycle Review*. He is succeeded by F. V. Clark, treasurer of the Bicycling World Company and business manager of the *Engineering Review* up to its recent acquisition by the David Williams Company.

The name of the System Company, of Chicago, publishers of the magazines *System* and *Factory*, and also of business books, has been changed to the A. W. Shaw Company.

# A Flood of Money

is coming in Minnesota, The Dakotas, Iowa, Wisconsin and Montana where

## Farm Stock & Home

Minneapolis, Minn.

has 97% of its circulation. The 1912 crops in the states named will bring the farmers more money than has ever been received before for the crops.

**Farm Stock & Home** made good for its advertisers in 1910 and 1911 with a crop failure in North Dakota in 1910, and one in South Dakota in 1911.

Think of the goods you can sell through its columns with conditions as they are.

Lowest rate farm paper in the United States. 103,000 circulation. 40c. a line flat. You stay as long as it pays. Only flat rate agricultural paper in Minnesota!

*"The Farm Paper of Service"*

### REPRESENTATIVES

#### New York

A. H. Billingslea,  
No. 1, Madison Avenue.

#### Chicago

J. C. Billingslea.  
First National Bank Bldg.

#### St. Louis

A. D. McKinney  
Third National Bank Bldg.

## HOW SUCCESSFUL HOUSE- ORGANS GATHER MA- TERIAL

**VARIED SOURCES OF INFORMATION  
AND INSPIRATION — IT IS LESS  
BOTHER TO CLIP MISCELLANY  
THAN TO DIG OUT HELPFUL SUG-  
GESTIONS, BUT DOES IT GET RE-  
SULTS? — UTILIZING THE TRADE  
AND THE SALES FORCE**

It is the policy of the house-organ that determines where it shall get its material.

Theoretically, the best policy is to make the house-organ a vehicle of helpful information and selling suggestions to your trade, if it is a dealer organ, or to your organization, if it is that sort of a magazine.

Practically, this means keeping in touch with the trade or sales force and takes high-grade time and thought. It is cheaper to sit at a desk and clip miscellany for use between the paragraphs of ginger and boost talk. This, however, requires so much editorial skill to make it even worth while that it raises a doubt if it would not have been better to put the same amount of skill into thinking for the dealer instead of thinking at him, and thinking for the sales force, instead of thinking at it.

The doubt becomes almost a conviction when one reads the evidence and arguments for the dealer-co-operation view.

The Geuder, Paeschke & Frey Company of Milwaukee publish every month one of the practical kind of house-organs, the *Cream City Ware Champion*, going to its customers, mostly the wholesale and retail hardware concerns, their clerks and employees. Giving the experience of the house R. P. Spencer says:

"We get our material:

"(a) From careful reading of all hardware and house furnishing goods trade-papers.

"(b) Suggestions of our salesmen.

"(c) Contracts with nationally and internationally known writers on business matters.

"(d) Correspondence with our customers.

"(e) Suggestions from our advertising agency.

"(f) Heads of our different departments.

"(g) From our own editorial and art staff, maintained so as to get out the house-organ and give advertising service to our dealers.

"We soon found that the information first contained in the *Champion* was too general, as it related to the selling of various classes of trade which might handle our line. We found by judicious inquiry that the hardware trade, both wholesale and retail, were more receptive to aid which we wanted to give them, and accordingly we have changed our tactics to train all of our selling helps principally on the hardware trade.

"At first we devoted considerable space to the description of our factory, the biographies of our salesmen, etc., but found that the trade were not interested in this to any great extent. What they want is real practical instructions as to *how they can increase their business*.

"We do not believe that it pays to have anything in the house-organ except reading matter which is either *inspirational* along business lines, or *helpful* along practical business lines.

"It gives us an opportunity to call the attention of our trade and prospective customers to any and all new items which we add to the line from time to time.

"We tell the trade of various plans that we have for helping them increase their business, we illustrate the new advertising helps and signs which we get out from time to time. We offer prizes for window trims and sales talks and find as a whole that from the amount of good which the *Champion* has actually done for our dealers, it goes a long way in creating a kindly spirit toward the firm and 'Cream City Ware.' By keeping us in constant touch with the dealers, it is easier for us to secure their co-

operation with our advertising and sales helps."

One of the most readable "live wires" among house-organs is that of the Kellogg Toasted Corn Flake Company, and the testimony of R. O. Eastman, the advertising manager, is especially interesting.

"Our house-organ, *Kellogg's Square Dealer*, was established in January, 1911," says Mr. Eastman. "Our first purpose was to make it a sort of a newspaper for the salesmen, and the first issue was sent to our entire sales force and also to the jobbers or wholesale grocers. I believe it was also sent to the secretaries of the Retail Grocers' Association, some 2,500 in number. This made the first edition some 8,000.

"We found the house-organ very effective from the start. It was at that time almost the only house-organ, at least of this character, going to the grocery trade, and we soon adopted the policy of sending it to anyone who expressed themselves as wishing to receive it. The subscription price as stated in the book itself was merely 'one red stamp and a kind word.' At the present time we are publishing 80,000 copies and have run as many as 200,000 of special editions designed for special purposes.

"The *Square Dealer* is intended primarily for the trade and only comparatively few copies go to consumers, these being individuals who for one reason or another have expressed some particular interest in it.

"We have no problem confronting us at all regarding the collecting of material. Our problem is to make an intelligent selection from the abundance of material always on hand with an eye toward making each issue just as readable as possible, and a little better than the preceding one. We do, however, encourage our salesmen to send in everything they think worth consideration, as we find that this gives us a valuable insight as to the viewpoint of the sales organization.

## Common Ground

The Woman's  
Home  
Companion  
is the  
common ground  
upon which  
buyer and  
seller meet.  
It is the platform  
upon which  
they stand.

"The matter of 'pointing' the house-organ just right has been a process of natural development more than anything else. At first, owing to the fact that a large proportion of our readers were our own sales force and our more intimate friends in the trade, we talked a great deal about ourselves and our own business. Gradually we began to deal more and more with general trade topics, problems and conditions, and at the present time almost all of the advertising that the Kellogg Toasted Corn Flake Company gets out of the *Square Dealer* is what you might term indirect advertising, and at that our salesmen frequently contend it is the best advertising, at least with the trade, that we can possibly do."

The same ideal of helpfulness runs through the organ of the Kahn Tailoring Company of Indianapolis, which is called the *Kahn Messenger*.

#### HOW THE KAHN MESSENGER IS EDITED

"This is a subject in which we are intensely interested," says Ernest Cohn, the advertising manager. "Our house-organ is intended solely for our own dealers, the agents whom we have secured from coast to coast. It is, however, sent out more or less regularly to a very selected list of prospects and when so used never fails to bring results.

"It is also used to key up our salesmen and as a sort of information book for our office employees. However, nothing is written in the book in which the agent himself is not the center of the attack, and any benefit which may be derived from the *Messenger* by others than agents may be said to be indirect.

"It is almost impossible to say how material is collected. Most of it is picked up by what is perhaps most effectively described as the 'goating' process. The writer (who acts in the capacity of sole contributor and editor) makes it a point to spend his leisure moments 'butting into other people's affairs' and digging out stories

from all possible and impossible sources.

"Of course all salesmen and executives are urged to hand in ideas and quite often good material is secured in this manner. This is particularly true of paragraphs referring directly to the handling of orders, etc."

"In addition, the shears are brought into play occasionally, though not often, although subjects which seem to have been successfully handled in trade journals and other house-organs and which have a more or less direct bearing on our own business are re-written from the viewpoint of our agents.

"It is hardly fair to say that we have experimented with our house-organ; the truth is, we have simply let it grow.

"It is now a little over five years old, the original issue having been a small four-page, one-color folder. The thing of greatest importance on this initial number was a stock list. In fact, it was to make this *stock list human* and insure its being read that the *house-organ was built around it*.

"Peculiarly enough, this stock list is now issued independently and the house-organ instead of being a crude weekly has been developed into what is generally termed to be a good-looking monthly, executed in two colors on good stock in sixteen-page form.

"With the exception of the elimination of the stock list there is not a great deal of difference between the kind of matter being printed now and that which was printed five years ago; with this exception that, though the subject matter is about the same, everything is now given a more personal appeal than it previously had, and this in spite of the fact that we are paying less attention to the publication of personal items.

"It used to be that every issue contained a picture of one or more of our agents. Now these are seldom found and are only inserted where the appearance of the store is unusual or its location has a

# Leslie's

THE PEOPLE'S WEEKLY

WONDERFUL THINGS  
WE HAVE LIVED TO SEE

**Circulation  
Over 350,000  
Copies an issue**

WHEN you advertise in Leslie's you are backed by over 50 years' prestige.

You enter the homes of considerably over 350,000 substantial citizens who have confidence in this great pictorial family newspaper.

These readers believe in Leslie's optimistic and constructive editorial policy.

These readers will believe in you. Avail yourself of this prestige and appeal to this responsive public.

*Send for the facts about Leslie's. Leslie's is second on the list of 15 of the first national media in percentage of advertising gain in 1911 over 1908.*

# Leslie's

THE PEOPLE'S WEEKLY

*Published continuously  
since 1855—the oldest  
illustrated weekly  
newspaper in America*

ALLEN C. HOFFMAN

Advertising Manager

225 Fifth Avenue, New York

CHARLES B. NICHOLS  
Western Manager  
Marquette Building  
Chicago

HENRY M. BEACH  
New England  
Representative  
Old South Building  
Boston

## PRINTERS' INK

peculiar advertising significance.

"For instance, when 'Kahn-Tailored Clothes,' which are produced in Indianapolis, were first sold in the city of New York on Broadway itself, we devoted several pages to the fact, illustrating the article with views of the Broadway store.

"Another class of matter which is now excluded is material gathered from our agents themselves in the way of articles contributed under the urging of prize contests. These articles were usually so crude and the number of people who would respond to a prize offer so limited that we decided the game was hardly worth the candle.

"Testimonials, which used to be given a permanent place occupying a full page in each issue, even so short a time ago as last season, have been eliminated almost entirely. A personal canvass among the agents revealed that these were not being read. As a matter of fact, experience has proven that *our agents want to be told how they can improve their business* and the series of articles now being published on the subject of 'Misfits and How to Avoid Them' is the most popular we have ever run and has produced scores of unsolicited letters of approval.

"General matter is very seldom published and it is only where it appeals directly to our agents that it is given space. For instance, in the number now on the press we devote a page to the discussion of 'The Election and Fall Business.' This, while general in its nature, appeals to our own dealers, as it must to all other business men."

#### MR. FRESCHL'S VIEWS

The Holeproof Hosiery Company is another believer in making its house-organ, *The Hosiery*, a business communication. President Freschl is himself personally interested in its effectiveness.

"We do not use any definite method to collect our material," he says, "our daily correspondence and general incidents occurring in our business giving us an abundance of material that can be

developed into suitable articles in our house-organ; besides this, of course, we get plenty of material in our advertising and sales department.

"In arriving at an editorial policy, we have never done any experimenting to speak of, as such experiments would never bring us any definite, tangible results anyway, not more than could be obtained from general publicity advertising to the consumer in magazines, etc. We have just used what common sense we possessed in determining what should go into our house-organ and what should not. In directing our house-organ to our own dealers, we know that they are sufficiently interested in the Holeproof proposition not to require any humor as an incentive to look through each issue.

"Furthermore, we make important announcements and offers through this medium and inasmuch as our dealers do not hear from us in this respect through any other means, they are quite sure to read our house-organ each month as it is received by them."

#### POLICIES OF THE TIMKEN MAGAZINE

Myron Townsend, who edits the *Timken Magazine* for the Timken Roller Bearing Company, throws more light on the subject. He says:

"The *Timken Magazine* is intended for the men who make, sell, consume motor cars, who specify and purchase the parts thereof. We aim to make the magazine a monthly reminder that Timken axles and bearings are the best axles and bearings for pleasure cars and trucks.

"We collect magazine material from the consumers of our axles and bearings which include over 200 of the leading motor car manufacturers of America and Europe. We publish pictures of their cars with explanatory write-ups, telling particularly about the service Timken axles and bearings are giving them.

"We also chronicle factory doings of interest to our customers, talk shop on processes of manu-

## Here's Real "Show Me" Advertising

The local advertiser is right on the ground. He comes in close touch with the consumer, day after day. He knows—better than the manufacturer can ever know—the medium which reaches his customers and creates a demand.

It is peculiarly significant that thousands of retailers throughout the United States use street car advertising.

The retailer, with his long hours of work, and his small net profit, has to be doubly careful where his money goes. He must make it bring back the greatest return; he must appeal to the largest number of possible customers, most frequently, at the smallest per capita cost.

Here are a few examples of what the retailer thinks of street car advertising:

- 269 banks use car advertising.
- 243 drug stores use car advertising.
- 240 clothing stores use car advertising.
- 179 department stores use car advertising.
- 153 furniture stores use car advertising.
- 143 shoe stores use car advertising.

These people cannot be misled. They hear the comments and see the results from day to day.

Which leading cities ought to give *you* more business?



## Street Railways Advertising Co.

### HOME OFFICE

Flatiron Building  
New York

### CENTRAL OFFICE

First National Bank Bldg.  
Chicago

### WESTERN OFFICE

242 California Street  
San Francisco

facture and print the news of the two Timken plants. Before and after all, we believe the house-organ should be a *newspaper*, written, illustrated and edited from the newspaper man's quite as much as the advertising man's point of view.

"In this connection we are sorely tempted to use that over-worked word 'human interest.' Few, far too few, copy writers for house-organs have a clear conception of what 'human interest' means. Their artistic and literary training has been neglected. In some quarters there's a disposition to sneer at anything 'artistic' or 'literary,' but we maintain that readers of the house-organ appreciate good writing and good pictures, that the best selling arguments are those which are couched in clear, concise, clean-cut, vigorous English. Furthermore we believe that there should be a raising rather than a lowering of these standards; that the copy for many house-organs is poorly written, dull and uninteresting, without a single redeeming feature.

"The first thing for the house to do is to hire a good writer, not necessarily a 'long-haired literary feller,' but an artist in his line who can dress facts in such form that the magazine will quicken the buying impulse of the customer, not be buried in his waste basket.

"If we mistake not, house-organ articles should be written in lighter vein than regular advertising copy—more lights and shades. Rules are not hard and fast. There's more chance to display originality in style and treatment, to amuse, to interest, to entertain, to cement feelings of friendliness and comradeship towards the house, its representatives and its goods.

"This cannot be done if the copy writer takes himself or his subject too seriously. If he's too self-conscious that he's writing 'advertising copy,' that every letter of every word must wear a long face, that he mustn't put any chaff or champagne in his copy, that he must be dignified and sedate in

every syllable he will almost surely fall flat. In serving his frappé of facts he ought to see the light and look at things from the reader's point of view.

"A house-organ, well written, well edited, one having literary and artistic merit, is always a welcome visitor, while one which has no individuality, one which is commonplace and mediocre is oftentimes a waste of money and misdirected effort.

"Like everybody else, advertising managers and house-organ writers learn by experience. The one infallible rule is to 'talk about your goods' but don't talk too loud! As a special pleader, one is too prone to dwell on his own affairs and forget that his reader is living.

"In the House of Timken we make it a rule not to print miscellany in the *Timken Magazine*. We use only original articles, manufactured in our own mills, and we try to make them as bright and breezy as is consistent with such a prosaic subject as motor car axles and bearings. Monthly we are carrying the message of Timken to 20,000 selected and assorted men in the automobile trade and we feel we are doing them and ourselves good."

*Getting Together*, the organ of the Barcalo Manufacturing Company, of Buffalo, is a periodical of much distinction in a double sense. F. Anderson, the advertising manager, who is responsible for it, has this to say:

"Our house-organ is intended primarily for the trade. It is not intended for the salesmen, or our inside organization, except insofar as it may influence these different organizations through revealing our policy. It does have an excellent effect on the salesmen because of the prestige it gives to a representative of the Barcalo Manufacturing Company.

"We believe that the readers of *Getting Together* are rather exceptionally loyal to the house. We have had favorable comments without number from dealers in all parts of the country, and they have come unsolicited.

THE HOUSE-ORGAN AS AFFECTING  
THE SALESMAN

"Insofar as the house-organ popularizes the house and product, it affects the salesmen. Our salesmen have always been enthusiastic supporters of *Getting Together*, and they think it is the best bit of advertising that we have ever put out.

"We collect our material from our daily experience. Our house-organ, perhaps, has more of an individual tone than most house-organs. While we talk a great deal about our product, yet we do not deal very much in technicalities. We devote a great deal of space to the discussion of different phases of our customers' business. There are a thousand and one problems with which the furniture dealer is continually struggling, and we endeavor to discuss these, both from his and our view-point. So when I say we gather our material from our daily experience, I think you will understand what I mean. I believe that is the best kind of material to put in a house-organ.

"I cannot say that we made any particular experiments, or that we had any tryouts. This was perhaps because when we started *Getting Together*, we had an idea that we wanted to send a message to all of our customers, more or less frequently. It was from this source that we got the name *Getting Together*. It was supposed to be, and is, a monthly message from the house to the customer. There are innumerable things of common interest between us, and our book is devoted to the discussion of these things. Therefore our course has been very plain and easy to follow out."

GEORGE P. METZGER AND HIS HOUSE-  
ORGANS

George P. Metzger, advertising manager of the Columbia Phonograph Company, says:

"We publish two house-organs, the *Columbia Record*, published for the past six years and going to the talking machine trade every month; and the *Dictaphone*

**M**AKING acquaintances is a trade, holding friends is an art.

Munsey's Magazine has the greatest volunteer army of readers and has had them the longest time.

Munsey's Magazine has an equally enviable record with advertisers. It's been a factor in every advertising success for twenty years and is still a choice of the experienced advertiser.

The Frank A. Munsey Company  
175 Fifth Ave., New York

**WHY** are magazine co...  
they provide co...  
advantages make the outside  
when applied to the Poste...  
tising value?

## Use Posters This Year

Prominence—color—size—adaptable  
concentration upon those communities.  
The longer you ignore this great  
avenue of sales promotion are saving.

Thanks to a well systematized  
advantages of the Poster are sure  
posting service all over the United States  
for your "copy."

Write us for rates and all other  
We act in an advising capacity.

## POSTER ADVERTISING

1620 STEGER BUILDING

### OFFICIAL REPRESENTATIVES

Associated Billposters' Protective Co., 147 Fourth Ave., New York City; N. W. Ayer & Son, 300-308 Chestnut St., Philadelphia, Pa.; George Batten Co., Fourth Ave. Bldg., Fourth Ave. and 27th St., New York City; A. M. Briggs Co., 1108 Hippodrome Bldg., Cleveland, Ohio; Geo. L. Dyer, 42 Broadway, New York City; Mahin Advertising Co., Monroe Bldg., Chicago, Ill.; Massengale Advertising Agency, Atlanta, Ga.; Ivan B. Nordham Co., Bessemer Bldg., Pittsburgh, Pa.; John F. Sheehan, Jr., 653 Pacific Bldg., San Francisco, Cal.; The Crockett Agency, Maison Blanche Bldg., New Orleans, La.; George Enos Throop, Inc., 1516 Tribune Bldg., Chicago, Ill.; Henry P. Wall, John Hancock Bldg., Boston, Mass.

magazine covers sold away ahead? Because  
color and prominence of position. If these  
the outside cover extra valuable are they not,  
the Poster, equally convincing of its adver-

## s Year

e—adaptability to every subject—capability of absolute  
communities which you wish to reach, and *great economy*.  
In this great medium the longer you keep closed one great  
on an saving.

In a stemmed organization you can now know that these  
are sure wherever your posting is done, for first class  
in the United States and Canada guarantee full efficiency

and all other information relative to a Poster campaign.  
ing capacity. We make no charge for our services.

## DVERTISING ASSOCIATION ING CHICAGO

N. W.  
Fourth  
St., 1108  
New York City;  
Advertisers:  
Pittsburgh,  
Brooklyn,  
Inc.,  
Boston.

*Mouthpiece*, a bi-monthly publication, published since last February, going to our sales force, and containing material only about the Dictaphone.

"We ourselves collect hardly any material for either house-organ. It comes almost entirely from the trade or our sales force. They take great interest in these publications. They make every effort to find interesting data. Columbia dealers realize that under our selling policy they are protected whenever necessary, and make it a point to send in every suggestion that might be of interest to other dealers. Rarely does a copy of the *Record* come off the press without containing special articles by dealers who have found certain selling plans successful, and are anxious to pass the good word along.

"In the *Mouthpiece* the same thing applies with our sales force. They practically keep the publication going. A word may be said here, too, of the stenographers who have become Dictaphone operators and who tell us of the easier, quicker and better work they have attained through the use of the Dictaphone.

"Yes, we had to experiment before making the *Columbia Record* a success, but only for a short time. We early found out that matter which did not pertain particularly to this industry did not interest our dealers. Some of them took the trouble to tell us, too! So that now the only material allowed in the *Record* is talking machine matter—and this strikes home. Naturally, when the *Mouthpiece* was started, we knew what ought to go in it. And it was a success from the start.

"All matter published is, as mentioned above, distinctive. We use a series of cartoons in each issue of the *Record* and the *Mouthpiece*; but while they are humorous every one of them pertains to this business, so that they fit in with the rest of the publication."

#### TWO KINDS OF HOUSE ORGANS

The Dodge Manufacturing Company, of Mishawaka, Ind., pub-

lishes two house-organs, the *Dodge Idea* and the *Skimmer*.

"The *Dodge Idea*," says C. R. Trowbridge, advertising manager, "is for circulation among the trade and the *Skimmer* among dealers, salesmen and our immediate family. The circulation of the former is 35,520 copies. The circulation of the latter is 1,500. Both are published monthly.

"The *Dodge Idea* is something more than a house-organ as it does not stick entirely to the Dodge proposition. We have a staff of six contributing editors. The magazine is edited and managed in a great deal the same way as legitimate publications. It carries outside advertising, and through this means we have placed the *Idea* in the self-sustaining column. The branch managers of our company assist me largely in the management of the magazine, and I get a great deal of help from dealers and their salesmen.

"We have been publishing a house-organ for twenty-eight years. *Power and Transmission* was established by Wallace H. Dodge and was standard magazine size, sixteen pages. In later years the number of pages was increased, and about four years ago we changed its name from *Power and Transmission* to the *Dodge Idea* and made it the size of the *Saturday Evening Post* with colored cover.

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#### BUTTERICK TO DISTRIBUTE DIRECT

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The Publishers' News Company has organized to distribute the Butterick-Ridgway publications. Beginning with the July numbers, *Everybody's Magazine*, the *Delineator*, *Adventure*, *The Designer* and the *Woman's Magazine* were distributed independently of the American News Company.

This distributing step is similar to one taken several years ago by the F. A. Munsey Company and later by the Curtis Publishing Company.

W. J. McMurray, at one time circulation manager of the *New York Journal*, and also of the *Chicago American*, and F. H. Van Gelder, who has been the circulation manager of New York, Philadelphia and Boston newspapers, will be engaged in the work of directly distributing the Butterick publications.

## MAKING OUTDOOR ADVERTISING EASY TO READ

A HUMOROUS EXPERIENCE WITH A SERIOUS MORAL—WHY OUTDOOR ADS MUST DELIVER THEIR MESSAGE QUICKLY—HOW THIS PRIME REQUISITE IS FREQUENTLY IGNORED—RULES OF NEWSPAPER AND MAGAZINE CANNOT PROFITABLY BE APPLIED TO THE MAKING OF OUTDOOR COPY

*By Charles C. Casey.*

The following electric sign in the downtown section of Detroit caught my eye some months ago:

"We could make it better"

That was all it said. The street was crowded and it was necessary for me to take my eyes off the sign. When I glanced back a few seconds later the sign had changed to—

"But we won't."

That was a rather startling and incriminating statement, and while it piqued my curiosity I was in a hurry to keep an appoint-

ment and wasn't able to get any more from the sign that night.

I didn't learn what the sign was about or why it should make such an incriminating admission.

Some time later in reading an article in PRINTERS' INK I found the full sentence which the sign had tried to give me and which read entirely different from the impression I had received from the sign.

I found that I had misread the word "would" for "could," and had caught the first half of the first sentence and the last half of the second sentence, or the first and fourth flash of the sign.

The whole sign read: "We would make it better but we can't; we could make it cheaper but we won't."

That is a very good thought and at least a fairly good point to make about a product, but the electric sign made a very bad botch of getting the message to me—it didn't tell me anything like that.

I may have been the only passer-

## The Way to Reach the Millions of the Middle West

IS BY

## POSTER ADVERTISING IN CHICAGO

THE TIME TO REACH THEM IS NOW

*Bumper crops everywhere mean  
good business in all lines*

ADDRESS

**AMERICAN POSTING SERVICE**

B. W. ROBBINS, President  
CHICAGO, ILL.

by on the street who ever saw the sign that way. I may even have been the only one who didn't read the whole sign—but maybe I wasn't.

The fact that I read the sign wrong doesn't prove anything except that it is easily possible to read it wrong or to read only a part of it.

And this illustrates one of the principal conditions of successful outdoor advertising. If it does not instantaneously deliver its whole message, it may give an entirely wrong impression or waste a large per cent of "circulation."

There is a billboard along one of the car lines which I used a great deal in St. Louis. This billboard was used for several months to feature some product the name or nature of which I never learned.

While I never made any special effort to read the message on the board, I glanced at it a great many times during its stay there and should have received at least some impression from it.

If I had wanted to read it bad enough to have stopped the car, I would probably have been able to do so, but I wasn't interested in it that much, I wasn't even curious—I was just an ordinary "prospect" waiting to be "sold."

Outdoor advertising is at a great disadvantage because it must get read almost instantly or not at all by a very large proportion of its possible readers.

The advertisement in a magazine depends entirely upon the whim of the reader, and has a chance to get read as long as the reader will refrain from turning over the page.

The billboard and the electric sign, however, have considerably less chance because the element of the reader's *desire* to look at it is very much limited by the fact that the reader may be speeding past it at from twenty to fifty feet per second.

#### TIME LIMIT IN READING

A billboard alongside a street car line may be passed in the course of a year by several million

people going to and from work, yet none of them have more than a few seconds to get the message.

The speed of the car "turns over the page" before the reader has time to more than glance at the ad. If the message isn't one that gets home in a flash, it doesn't get home at all.

All fancy lettering and much of the alleged "art" now being used in advertising are entirely out of place on the billboard.

If the outdoor advertiser expects anything near maximum efficiency he must almost make his ad read itself for the passers-by—it must practically speak out loud.

He must not allow any handicap to creep into his display. He must use all of the little mechanical tricks available to make the ad easy to read.

The billboard seems to be a great place to display trade-marks and trade names—and a great place to *hide* some of the "trade-marks" which are being used today.

Trade-marks and trade names are usually unfortunate enough to get displayed in the worst way imaginable.

If the owners of unreadable "trade-marks" were satisfied to put them on letterheads and in magazine ads where the reader might take as much time as he needed to read them it might not be quite so hard on "advertising."

But when advertisers put puzzles on billboards and electric signs—and other places where people have only a few seconds to read them—

Well, it's an effective way to "spend money"—your own or the "other fellow's"—and, incidentally, an effective way to keep "show me" advertisers off the billboards and electric signs.

All advertising men who have studied the "reading end" of advertising tell us that upper and lower case type is easier to read than all caps.

It is at least logical and any kind of a simple test seems to prove it.

I don't believe there is a single billboard in Detroit, where I



## Which catalog will be read? Which is yours?

Catalogs come to the buyer's desk over a hard road. Rough handling in the mails not only robs the ordinary catalog cover and wrapper of its attractiveness and selling power, but gives the buyer the wrong impression of the manufacturer.

The first impression is all important. If it is good, half the battle is won.

Princess Covers and a Princess Wrapper will protect your catalog and present it to the buyer in as fresh and perfect condition as it left your office. They will enable it to make the first "good impression," to represent your firm accurately, and to influence your prospective customer to order from you. Princess Covers will make your catalog effective.

### Get our beautiful color book

before choosing your next cover stock. The generous samples will show you just the right cover and color scheme for your needs. Write for it on your letterhead—today.

**C. H. Dexter & Sons, Box D, Windsor Locks, Conn.**



# PRINCESS COVERS

**T**HE power of advertising in any medium is measured entirely by the strength of the hold of that medium upon its readers. When a close and well-tried friend tells you something, it has more influence upon you than it would if told by a casual acquaintance. The confidence in The American Magazine, begotten in its readers by the editorial policy, is for sale to advertisers who will not abuse that confidence.



ADVERTISING DIRECTOR

live, on which at least some all-cap words are not used. The same may also apply to other cities.

#### TOO FREQUENT USE OF ALL "CAP" LINES

If anyone had asked me two months ago if I had ever seen a billboard with the whole message in upper and lower case type I would likely have thought he was joshing.

Recently I set out, however, to look for a billboard in all upper and lower case type, but after two hours on a street car I gave it up—I saw hundreds of boards but not a one without at least one all cap display line, most of them were all caps.

Four advertisers had their main display in upper and lower case — Carnation Milk, Uneeda Biscuit, Pennsylvania Lines, and one other—but in every case there was at least one other display line in all caps.

All cap lines are particularly "popular" for business signs. Of every 100 signs examined above the doors and on the windows of Detroit business houses ninety-nine were in all caps.

To the advertising man who is willing to let "the majority" rule, this will be absolute proof that all caps are *best* for signs and billboards.

But the majority is often wrong. Lots of "unanimous opinions" have been turning out to be wrong ever since Columbus evolved his "notion" that the earth wasn't flat.

One glance at the Uneeda Biscuit or Carnation Milk displays alongside other big signs ought to be enough to convince any advertiser that all caps are a handicap.

Those four signs were a relief after looking at scores of all-cap display lines—they looked more inviting, more interesting, and the display was easier to read.

There can hardly be much room for disagreement among thinking advertising men that lower case type is easier to read.

Neither can there be *any* disagreement on the *necessity* of

making most outdoor advertising as easy to read as possible.

Another observation in outdoor advertising display is the frequently excessive size of type used. One exaggerated case which I remember is a sign on a factory fence along a street car line in St. Louis.

Though it is impossible for the reader of the sign to get more than sixty feet away from the sign without climbing over the buildings on the opposite side of the street, the type is nearly five feet high, requiring about three hundred yards of fence for the name of the factory.

Perhaps ninety-nine per cent of the "circulation" of this ad passes on the street car about twenty feet from the sign.

Now it is practically impossible for anybody to read type five feet high at a distance of twenty feet at the speed a street car runs.

So the excessive size of this type literally "kills" all value of the advertising for nearly all the "circulation."

This, of course, is a very exaggerated case, but similar cases, a little less exaggerated, can be seen every day along any street car line in any city.

Type big enough to be read three blocks away is frequently used on billboards which cannot be seen further away than half a block without an "X-ray" apparatus for looking through brick walls.

Outdoor advertising is undoubtedly effective to-day, taking outdoor advertising as a whole, but it is not nearly as effective as it will be when we learn to apply the searchlights of scientific knowledge to it.

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C. W. Dearden, advertising manager of the Strathmore Paper Company, of Mittenague, Mass., will give a stereopticon lecture in various parts of the country during the coming season. Mr. Dearden's subject will be "A Trip Through a Paper Mill."

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The advertising of the H-O Company, Buffalo, is now being handled by the Blackman-Ross Company, New York. The products are Hornby's Oats, Presto and Force. This account was in the hands of Taylor-Critchfield, Chicago.



People in the smaller cities, towns and villages depend more on the news they get from advertisements regarding things to eat, things to wear, and that otherwise add to the comforts and luxuries of life, than do the people in the large cities. Any one who has lived the life, will substantiate this statement. The Utica

## SATURDAY GLOBE

has for nearly thirty years been a weekly messenger of news of all kinds in thousands of homes in live and growing towns of the section comprising interior New York, New England and adjacent states.

The average weekly circulation of the SATURDAY GLOBE is nearly 140,000 copies, and each copy means a separate and distinct home. Its welcome is pronounced. Its influence is marked. The legitimate advertiser in its columns shares this welcome, and profits by the influence.

The circulation distribution of the SATURDAY GLOBE by its own carriers insures no "dead wood" in its circulation. When no longer desired, it does not lie around until the end of a subscription period in an unopened wrapper. When a reader no longer wants the SATURDAY GLOBE, he can stop it that week by simply notifying the carrier boy.

THE SATURDAY GLOBE'S territory is profitable to most advertisers. It can be economically reached by means of the SATURDAY GLOBE.

Let us submit facts and figures.

### THE JOHN BUDD COMPANY,

*Advertising Representatives,*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## GETTING PEOPLE TO GIVE

FEDERATED CHARITIES.  
BALTIMORE, August 9, 1912.

*Editor of PRINTERS' INK:*

If a given sum of money, say \$1,000, were given to our society for a campaign of publicity, what would be the best way to spend it?

We would have two objects in view: first, to acquaint the rank and file of the people of the city with our work, with a view to enlisting their intelligent sympathy and co-operation in the relief, prevention and cure of poverty and misery. Second, to multiply contributors to our annual budget which is \$80,000 to \$90,000.

Would you invest the \$1,000 in an expert publicity man or in printers' ink, or in both? In either case, how would you work out your general plan of campaign?

J. W. MAGRUDER,  
General Secretary.

In work of the kind proposed by the Baltimore organization it has been found that newspaper advertising combined with a skillful use of form letters brings a big return on the investment.

The New York Association for Improving the Condition of the Poor tells PRINTERS' INK that it uniformly sends out one letter for each dollar solicited. For example, if the society has in mind the relief of a family and the accomplishment of it will require \$300 then the society sends out 300 letters to that many names selected from an up-to-date list. The percentage of responses to these letters is large, sometimes running as high as twelve per cent.

Newspaper advertising is used to obtain new contributors. The advertisements are run most frequently in mid-winter and mid-summer. Copy is small but it has its effect because in biting cold or sweltering heat the reader realizes just what relief in the tenements means.

Proof that such advertisements are effective is brought to the association nearly every day. Recently Richard Harding Davis, the writer, went into the association's headquarters and laid down \$500 and an advertisement clipped from a New York newspaper. It was Mr. Davis's wedding day. He explained to the man on duty in the treasurer's department that if \$500 would

give 500 mothers and children a day by the sea it was just the sort of a gift to charity which would make him happiest.

This New York organization which employs the form letter coupled with newspaper advertising also runs copy extensively in more than thirty of the standard magazines. The magazine copy, however, is written along educational lines and is designed to awaken widespread interest in the subject of relief for the poor. Then, too, the same association employs a publicity man who gives all of his time to the position.

Of course, magazine advertising on an extensive scale and the employment of a publicity man means the expenditure of considerable money in order to produce results. For a very limited appropriation, as in the case of the Baltimore inquirer, it seems to be the opinion that small copy in newspapers used to reinforce the work of form or personal letters would be a very efficient manner of spending the fund.—[Ed. PRINTERS' INK.]

LIKES HIS PSYCHOLOGY IN  
CONCRETE TERMS

STERLING K. WILLIAMS  
Advertising Specialist.  
McALESTER, OKLA., Aug. 9, 1912.

*Editor of PRINTERS' INK:*  
Enclosed check for \$200 covers another year of good reading matter; namely, PRINTERS' INK, the best publication of good advertising information in the world and one I have been a constant reader of for the past fourteen years. This dates back to my early apprenticeship to the publisher of a small weekly paper in Indiana, my "devil" days, on through my proprietorship and then ultimately becoming an advertising manager for daily papers in the West and the establishment of a service bureau for belated advertisers who were slow in seeing the light and who needed a guiding star, with training.

PRINTERS' INK has been and always will continue to be my higher "Psychology."

S. K. WILLIAMS.

Benjamin Sherbow, for six years associated with Calkins & Holden, has opened an office at 50 Union Square. Mr. Sherbow announces that he will offer to advertising managers a specialized typographical and printing service entirely disassociated from the routine work of an advertising agency or printing office.

# Big Crops in Arkansas This Year

Strawberries and early truck already sold—  
Peaches now being marketed by the train load—  
A bumper crop of apples on the trees—  
Rice and oats making record yields—  
Crop prospects the brightest in 20 years.

## This Is the Year to Carry Your Campaign Into Arkansas

There are 214,687 farmers in Arkansas. They cultivate 8,076,254 acres and own property to the value of \$400,089,000. The Arkansas farmer is in the market for—

### Inquiries at 7½c. each

Judsonia, Ark.  
Publisher Arkansas Homestead.

Upon checking the returns from your paper I find that it has furnished me inquiries at 7½c each. And I find further that your paper has furnished me as many calls from a three-inch advertisement as have two good fruit papers, which claim more than 100,000 subscribers.

Yours truly,  
J. A. BAUER,  
"The Strawberry Plant Man."

automobiles	paint
wagons and buggies	lumber
plows and drills	hardware
threshers	fencing
graders	roofing
gasoline engines	clothing
mills and gins	shoes
manure spreaders	furniture
cream separators	groceries
seed and nursery stock	books
lighting plants	pianos
heating plants	phonographs
water plants	chinaware
silo materials	stoves and ranges
feed choppers	canneries

There's but one way to reach them and that is through "The State's Farm Paper,"

## THE ARKANSAS HOMESTEAD

(MONTHLY)

Established 14 years.

Circulation for September 30,000—ninety per cent in Arkansas.

Rates \$1.40 per inch.

Forms close on the 25th.

We vouch for our advertisers and our farmer folks believe in them. Use the farmer's paper.

### 512 Inquiries from One Advertisement

Pubs. Arkansas Homestead.

The ad copy in your May issue, advertising our \$15 canner, brought us 512 inquiries and the sales resulting therefrom have kept us busy. Your paper certainly took our message to the farmer.

DIXIE CANNER CO.,  
Little Rock, Ark.

## THE ARKANSAS HOMESTEAD

Little Rock, Arkansas

Eastern representative, ROBERT J. DANBY, Flatiron Bldg., New York City.

## VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR JULY.

(Exclusive of Publishers' Own Advertising.)

The following figures, with the exception of those indicated by asterisks, are taken from the reports compiled by the Washington Press Bureau.

### WEEKLIES.

	General and Class Adv.	Live Stock and Classified Adv.	Total.
*Family Herald & Weekly Star (Montreal) . . . . .	49,945	31,840	81,785
Breeders Gazette . . . . .	27,206	32,384	59,590
Hoard's Dairyman . . . . .	27,678	10,639	38,317
Iowa Homestead . . . . .	23,887	11,844	35,731
Farmers Mail & Breeze . . . . .	23,217	7,342	30,559
Farmer & Stockman . . . . .	15,911	8,859	24,770
Wallaces' Farmer . . . . .	18,997	3,416	22,413
Country Gentleman . . . . .	17,114	4,877	21,991
Indiana Farmer . . . . .	15,863	4,997	20,860
Kansas Farmer . . . . .	15,224	5,502	20,726
Farmer's Guide . . . . .	11,915	7,090	19,005
Ohio Farmer . . . . .	17,413	1,431	18,844
Farm & Ranch . . . . .	15,532	3,038	18,570
The Farmer . . . . .	13,199	4,723	17,922
*Orange Judd Farmer . . . . .	17,593	.....	17,593
Progressive Farmer . . . . .	13,186	4,350	17,536
National Stockman & Farmer . . . . .	14,838	2,156	16,994
Michigan Farmer . . . . .	15,038	1,774	16,812
Wisconsin Agriculturist . . . . .	13,671	2,822	16,493
Rural New Yorker . . . . .	14,701	1,616	16,317
Wisconsin Farmer . . . . .	13,977	1,574	15,551
N. W. Agriculturist . . . . .	14,811	662	15,473
Nebraska Farmer . . . . .	14,183	1,344	15,527
*American Agriculturist . . . . .	14,986	.....	14,986
*Missouri Ruralist . . . . .	11,065	3,576	14,641
20th Century Farmer . . . . .	12,392	1,701	14,093
*New England Homestead . . . . .	13,187	.....	13,187
Farmer's Review . . . . .	12,738	210	12,948
*Northwest Farmstead . . . . .	10,201	.....	10,201
Farmer & Breeder . . . . .	8,223	1,719	9,942
Iowa Farmer . . . . .	7,098	182	7,280
Practical Farmer . . . . .	4,313	345	4,658

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month.

### SEMI-MONTHLIES.

*Dakota Farmer . . . . .	18,778	.....	18,778
Prairie Farmer . . . . .	12,020	1,839	13,859
Kimball's Dairy Farmer . . . . .	10,270	3,451	13,721
Farm Stock & Home . . . . .	12,565	300	12,865
*Farm & Home . . . . .	12,550	.....	12,550
Farm & Fireside . . . . .	12,026	.....	12,026
Southern Ruralist . . . . .	10,896	1,035	11,931
Up to Date Farming . . . . .	9,940	360	10,300
Southern Cultivator . . . . .	8,049	877	8,926
*Oklahoma Farm Journal . . . . .	7,412	560	7,972
Illinois Farmer . . . . .	6,024	142	6,166
Farm Progress . . . . .	5,948	145	6,093
Home & Farm . . . . .	4,407	84	4,491
Farmer's Voice . . . . .	2,748	371	3,119

### MONTHLIES.

Nebraska Farm Journal . . . . .	8,028	1,874	9,902
Successful Farming . . . . .	8,048	.....	8,048
Farm Journal . . . . .	6,802	29	6,831
*Fruit Grower . . . . .	6,400	.....	6,400
*Arkansas Homestead . . . . .	5,481	.....	5,481
Agricultural Epitomist . . . . .	5,037	135	5,172
Missouri Valley Farmer . . . . .	4,842	302	5,144
Farm News . . . . .	5,043	.....	5,043
*Farm Press . . . . .	4,469	.....	4,469
Farm Life . . . . .	3,135	.....	3,135
*Farmers' Wife . . . . .	2,933	.....	2,933
Farm World . . . . .	1,031	.....	1,031

# Heads the List

## The Family Herald and Weekly Star

**occupies a supreme position**

Every issue this publication carries a greater representation of *Agricultural*, *Class*, *General* and *Classified* advertising than any other farm publication in America. If you are selling a *trade marked* product distributed throughout the general stores in small towns and the rural districts of English Canada, **THE FAMILY HERALD AND WEEKLY STAR** should head your list every month.

No other medium or combination of mediums in the Dominion of Canada can accomplish for you the same advertising distribution and prestige. **Circulation over 140,000 copies each week, guaranteed.**

### **Advance in Rate Announced October 1st**

The publishers announce an advance in rate, effective October 1st, 1912. Contracts covering definite amount of space on business to begin within three months and to be used within one year from October 1st, will be accepted at the present price of 20 cents per line flat run of paper, direct or through any recognized advertising agency.

Advertisers who desire to use service in **THE FAMILY HERALD AND WEEKLY STAR** at the present low price should have order booked for Fall and Winter business, immediately. Positively no reservations at the old rate accepted after October 1st, 1912.

## **The Family Herald and Weekly Star Montreal, Canada**

Eastern United States Rep.  
Dan A. Carroll, Tribune Bldg.  
New York City.

Western United States Rep.  
W. Y. Perry, 1st Nat. Bank Bldg.  
Chicago, Ill.

# Another Big Year for the Farmer

The crops are larger than ever before. They command high prices and sell for cash.

Farmers will be "rolling in wealth" this year,—and their purchases will rival their crops.

Your harvest, Mr. Advertiser, follows theirs and is equally sure.

Get your announcement before them in advance of their buying season.

FARM PRESS will carry your selling talk into 300,000 farm homes, the bulk of them in the "Corn Belt."

**300,000—\$1.50 a line**

**FARM PRESS**

**DUANE W. GAYLORD**  
**Advertising Manager**

**CHICAGO**

## THE HABIT OF EMPHASIZING THE WRONG THING

A HURTFUL PRACTICE OF MANY AD WRITERS THAT FORBIDS MAXIMUM RESULTS—THE COPY THAT MAKES ONE SHIVER INSTEAD OF THINK—THE AD THAT DECLARES WAR ON ALL ENGAGED IN THE SAME LINE OF BUSINESS

*By James Wallen.*

In a recent article in PRINTERS' INK, I touched lightly on the subject of the signed advertisement calling attention to the wrong thing. Where the author of the advertisement is advertised as much as the subject of the ad, you are dividing the interest with a non-essential. In my first article I spoke of this bad feature of the signed advertisement in connection with famous authors. But here is the heading of an advertisement published last December in a magazine of "national" circulation:

"**GINSENG GUM FOR THE KIDDIES CHRISTMAS"**

(An Advertisement by T. V. Orr)

I know who T. V. Orr is, because I solicited this business from him. In the fraternity he is recognized as a very capable advertising man. But I am sure that the average reader of this ad was merely puzzled as to the who and why of T. V. Orr.

Another method of calling attention to the wrong thing is through the medium of negative phrases. The following is quoted from a telephone directory issued in the second largest city in New York state:

Is your business purely local? If not, you should know that we publish classified telephone directories in twelve of the largest cities, with a circulation of over 2,750,000 books annually.

Let us put the first sentence in straight English without a de-vitalizing suggestion:

Is your business national? If so, you should know that we publish, etc. Encourage the possible advertiser by suggesting that his business is national instead of putting him out of the game with the "purely local" idea. As an advertising

solicitation this ad appealed to me as unwise and unprofitable.

#### ADVERTISE WHAT YOU HAVE

Advertising what you haven't got will never sell what you have. It is just as well not to be so original that no one understands. The Roycroft Inn recently advertised, "No Music at Meals." This same institution has also advertised, "No Bar, No Billiards, No Barber Shop." There is a possibility that the elimination of the bar and the billiards might attract a few people who are biased on the subject, but so far the barber shop has not been considered an enemy to civilization and well-being. The fact that most popular hotels feature music at meals is a fairly good sign that the public want it.

I mention this hotel advertising because I have noted that a number of small inns, America over, are imitating the Roycroft Inn style of copy, not realizing that the attraction of the Roycroft Inn is not what the inn itself offers, but the host himself. It would be well for tavern proprietors to bear in mind that at the average inn people expect comfort, good things to eat and service. Unless Mine Host has a world-famous hair-cut he had better stick to fundamentals.

There is a style of motor car copy which appeals to the spine rather than to the brain of many a reader. A car running on high speed along a precipice may excite the admiration of a few people of sporty inclination and a bias for hazard, but in the many it incites fear. I have heard a score of people who are not especially interested in advertising technique remark on this feature of automobile advertising. This method of calling attention to the wrong thing has its friends among automobile manufacturers. The fact that it has proved profitable to them is no guarantee that saner advertising would not have been more profitable.

SKILFUL AVOIDANCE OF THE  
ESSENTIAL

A big dry-cleaning company in

# The International Studio

The magazine  
with the largest  
\$5.00-a-year  
monthly circulation  
in the world

Also the  
most beautiful  
periodical printed

Logical advertising  
medium for  
reaching readers  
who can afford  
expensive luxuries—  
automobiles  
for example

\$120 a page

120 West 32d Street  
New York City

Buffalo devotes a goodly portion of its folder to a class of women that has no use for the services of the dry-cleaner. I quote you one side of this advertising folder and if you can find an argument in it for the Central way of cleansing, William J. Burns had better retire in your favor:

**NEITHER PIN NOR BUTTON.**

In this day of sartorial complexities when women pay large amounts for exclusive design of frocks or ball gowns, it is quite a contrast to think of the Indian woman in whose style of dress there has been no change for 4,000 years.

They all wear the "Sari" which forms the skirt, the waist and the head-dress all in one. The Sari is a beautiful garment draped about the form as the Indian girl or woman knows how to drape it. It is a strip of fabric a yard and a quarter wide and anywhere from ten to thirty yards in length. Some Saris cost only a few copper coins and others are worth thousands of rupees.

The Indian woman dresses without the aid of pin, hook, string or button, and the beauty of her gowns depend almost solely on the lines of her figure.

On the reverse of this same circular a headline states, "Veranda Parties and Automobile Trips Are Pleasant Ways of Passing a Sultry Summer Evening." After a little talk on the delights of a summer evening, the circular strikes into the subject, "Hot Weather Is Very Hard on Clothes." Following a paragraph backing up this very obvious fact, the Central Way of Dry-Cleansing is mentioned by indirection.

And this stuff is being distributed while a real sales idea on the Central Way of Dry-Cleansing is lying dormant in some able advertising man's mind.

**FIGHTING YOUR OWN BUSINESS**

Every once in a while you see an advertisement which you might call a fighter. The advertisement of Major Lawton, rug dealer, is in this class. If the Major had used such poorly directed technique in his military work, he never would have won his Bay leaves. In this ad he fires at everything in the rug business. He says that ninety-nine per cent. of rug buying is foolish, which certainly will not accelerate business in the rug line.

He slaps other dealers and their products without very much of an argument for his own. Major Lawton ran this ad in the *International Studio and Arts and Decoration*:

**ORIENTAL RUG FOOLISHNESS**  
is always costly, and 99% of rug buying is foolish. All who have read my ads in this magazine and have ignored them are now informed that my customers have bought the best rugs imported within five years. It is hard work to keep my supply, but it is never too late for you to buy wisely. I get hold of more real gems than any ten other dealers. I sell more gem rugs than any ten dealers, and am the only dealer selling nothing else. I do not handle Kermanshahs or other modern misrepresentations of real, antique Orientals. Other trashy, new rugs and doctored rugs are tabooed. *Price list on request.*

L. B. LAWTON, Major U. S. A., Retired, 120 Cayuga Street, Seneca Falls, N. Y.

Here is an ad clipped from the same number of *Arts and Decoration* in which the Major's ad was printed, which to my mind will sell more rugs than all the fighter brand of advertisements will ever dispose of:

**ORIENTAL RUGS**  
Antique and modern rugs of distinctive character, and at prices as low as compatible with quality. Personal attention given to mail orders.

Antique Chinese Rugs a Specialty  
JONES & BRINDISI  
452 Fifth Ave., Knox Building,  
New York

The line, "At prices as low as compatible with quality" will interest rug buyers—that is sure.

These last illustrations bring us to the real cause of calling attention to the wrong thing. It originates with unskilled writers of advertising—people who do not specialize on copy. I am sure that Major Lawton writes his own ads, while the Jones & Brindisi ad was written by a man who has knowledge of the two factors which make good advertising—skilled copy-writing and effective salesmanship. There is the real merchandizing quality in the J. & B. ad. It calls attention to the right thing in every line. It is all affirmative and therefore 

J. H. Frazier resigns the position of advertising manager of the Vancouver, B. C., *News-Advertiser* on September 1.

# THE MILWAUKEE EVENING WISCONSIN

**MILWAUKEE'S FAVORITE HOME NEWSPAPER**

If a newspaper is a Home or family newspaper it is the most profitable to the advertiser, because the way to a buyer's purse is through the home. It doesn't matter what you have to sell, if your advertisement reaches the HOME, you reach the Individual.

BUYING POWER circulation, not BULK circulation is the kind that counts for the advertiser. The progressive advertising man is not misled by the quantity bugbear. It is quality circulation he is after, because he knows it is the only kind that is worth while. He knows the quantity class is largely waste as far as any advertising value is concerned. The folks about the family home circle—the delivered subscriptions that are paid for by the year—this is the class of readers that form the real bulwark of a newspaper's circulation. It is this kind of readers that has been the secret of the pulling

power of the Milwaukee Evening Wisconsin for many years.

The Evening Wisconsin is specially edited to make it a home newspaper. Its various departments are prepared with this idea in view.

It is for these reasons that the advertiser receives sure and satisfactory

returns. It is because the readers believe in the honesty of the paper itself. They know all objectionable advertising can find no place in its columns at any price. Many of the leading national advertising accounts appear exclusively in The Evening Wisconsin, because fewer chances are

taken as to results; and quick and satisfactory responses come from our readers to this advertising.

For the first six months of 1912 the daily average circulation of this paper has been 46,104, and these readers represent the very cream of the buying power of Milwaukee and vicinity.

**RESULTS,  
NOT  
TALK,  
COUNTS**

## THE EVENING WISCONSIN CO. MILWAUKEE, WIS.

JOHN W. CAMPSIE, Business Manager

### NEW YORK OFFICE

5024 Metropolitan Building  
Charles H. Eddy, Representative  
Telephone Gramercy 4211

### CHICAGO OFFICE

Peoples Gas Building  
Eddy & Virtue, Representatives  
Telephone Central 3486

## "BULL MOOSE" PARTY AS AN ADVERTISER

The straight advertising campaign inaugurated this week by the Progressive Party aims to apply to political needs the advertising principles of general merchandising as far as that is possible. The working committee is composed of experienced advertising men who are giving their services. Frederick C. Mathews, of Mathews, Kaye & Mann, Detroit, and E. St. Elmo Lewis, advertising manager for the Burroughs Adding Machine Company, are in active charge, and J. H. W. Rees is the executive man.

The advertising will be run in newspapers throughout the country, half-page spreads in every case. The space is donated to the cause, and therefore the advertising will necessarily be confined to friendly papers until returns warrant expenditures out of the campaign funds for space in the press generally. It is intended to put out a series of ten ads, each sounding a new note backed by the chorus of Progressive doctrines. These ads will supplement and clinch the conventional spell-binding work.

The advertisements call for funds and votes. Reply coupons are printed in, to be detached and mailed with the contribution to the office of the paper, names to be afterward published in that paper. A handsome certificate "suitable for framing" is promised in acknowledgment. Receipt of the coupon will be acknowledged by the national treasurer in a letter enclosing the certificate-receipt; if the contribution is under ten dollars the receipt is a certificate of charter membership in the party; if ten dollars or more the contributor becomes a founder of the party. With the receipt will be sent a sheet of eight or ten subscription coupons to be handed to friends of the original contributor, and the whole process is to be repeated when one of these coupons is sent in to headquarters, thus creating an endless chain of soliciting.

The treasurer's letter is in ef-

fect a follow-up designed to furnish the National Committee with new names as well as converts, as every coupon sent in opens the door to a possible distribution of ten more, each with the same potential possibilities. Cost per "inquiry" is merely for the letter and enclosures and postage; returns will run from one dollar up. "Dealer helps," to use the nearest technical term, consist of symbolical stamps bearing the legend, "Let the People Rule: Theodore Roosevelt." These are sold in books of twenty and more at five cents per stamp, the stamps to be used on the back of mail matter, packages and so forth. This is a novel use of suggestion, as nothing connects the stamp directly with the political party headed by Col. Roosevelt. Thousands of sanitary drinking cups are to be distributed, upon which is printed, "When you drink from this cup, drink to the health of the Progressive Party. When you vote, vote for the Progressive Party. No lips but yours have touched this cup."

Some use will be made of the newspaper copy as posters. It is stated that twenty papers have signified their readiness to run all the advertising the committee wishes, and as many as three hundred and fifty influential papers are expected to co-operate in the campaign.

### CURATIVE STATEMENT MUST BE TRUE

The Sherley bill designed to meet the decision of the Supreme Court in the Johnson case relative to the misbranding of drugs and proprietary medicines has been passed by the House.

Under the court's decision, the misbranding prohibitions contained in the pure food law are confined to false statements as to the identity of the contents of the package, but not to the or descriptive statements as to the curative value of these drugs.

The proposed amendment of the law will enable the Department of Agriculture successfully to prosecute any person who sells a worthless or injurious drug with false and deceptive statements upon the label of the package relative to the drug's curative effect.

Simon Mandel, president of the firm of Mandel Brothers, in Chicago, since 1911, died in that city on August 22. He was the last survivor among the three brothers who founded the big department store on State street.

## FINDING AND DEVELOPING THE RIGHT MAIL-ORDER MARKET

NO PROPOSITION WHERE ANALYSIS IS MORE IMPERATIVE—HOW A MODERATE PRICED SEWING MACHINE, AS A TYPICAL PRODUCT, SHOULD BE PROMOTED — FIRST, WHAT IS THE MOST FAVORABLE SEASON?—SECOND, WHAT CLASSES OF PEOPLE WILL BUY?—COMPETITION AN ELEMENT NOT TO BE OVERLOOKED

*By Ernest F. Gardner,*  
Manager, Promotion Dept., Capper Publications, Topeka, Kansas

There are many branches and divisions of the mail-order business. Every article, every line of goods, every class of service for which a market is sought through the mail-order method, possesses advantages and peculiarities which require very careful analysis before any intelligent efforts can be made toward the outlining of the advertising and selling campaign, which will most quickly and most economically

find the market and develop it.

There are certain seasons of the year when certain lines of goods or certain classes of service are more successfully marketed than at other seasons. There are special classes of people to whom each proposition will most favorably appeal and there are certain advertising mediums through which you can most readily and most economically reach this special class. The nature of the article offered, the selling price, the service it is intended to give, and the class of people most likely to be in the market for that particular article must all be taken into consideration when adopting a selling plan and selecting the publications in which your announcement is to appear.

We will take for example a moderate priced sewing machine which it is desired to market through the mail-order method.

### WHO WILL BUY?

The very poor could not afford anything but the cheapest sort of

# H.E. LESAN ADVERTISING AGENCY

We would be judged by  
all as we are judged by  
those whom we serve

General Offices  
381 Fourth Avenue  
New York

Branch Office  
Old Colony Building  
Chicago

a machine—their needs are usually supplied by the local dealer who takes old style machines in trade from customers who have bought high-priced new machines. These second-hand machines are retailed by the local dealer for most any price he can get for them—anywhere from three dollars to ten dollars—and on most any kind of terms.

The very rich have no use for a sewing machine—the fashionable city modiste does all the "family sewing."

The great "middle class," then, is the selling field for the moderate priced sewing machine.

Then this class also must be again divided in order to determine the most available market for the mail-order sewing machine man.

Millions of the great middle class live in the cities and large towns. They are very poor prospects for the mail-order man, for the reason that there are dozens of dealers in each city handling all grades of sewing machines and offering them on terms which, in many cases, the mail-order man could not meet. The city folks have a habit of wanting to see the goods before they buy, and this advantage offered by the local dealer is another stumbling block in the path of the mail-order sewing machine dealer who attempts to get business in the cities and larger towns.

This last analysis of the *class* and *location* of possible customers brings us to this decision: Our customers will be found among the great middle class in the *towns, villages and farming districts* in every corner of America. In arriving at final totals we find that in this great market place there are about 50,000,000 people—surely a fertile field in which to work.

The next step is the selecting of the advertising mediums—the publications which circulate exclusively among this special class and in which we can purchase space with the least possible portion of waste circulation.

We find that we can reach the home of practically every one of

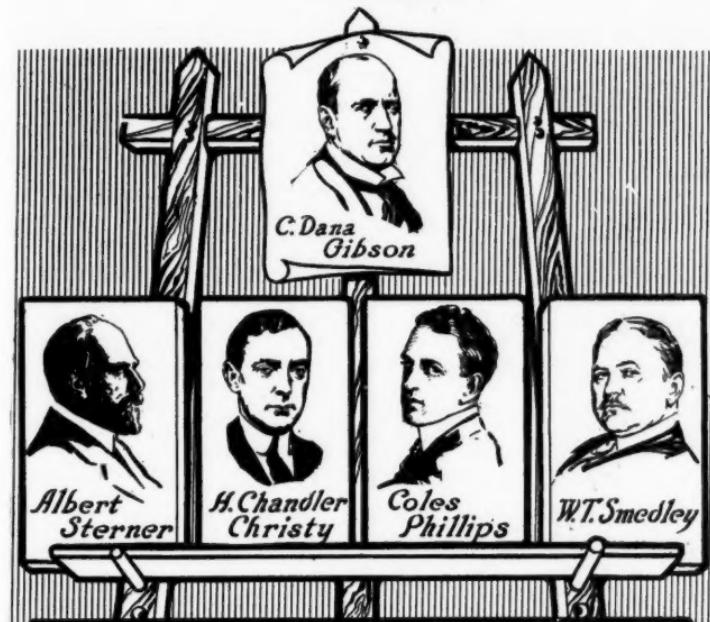
the 50,000,000 people through the popular "mail-order monthlies" and farm publications — monthlies, weeklies and semi-monthlies. Our advertising campaign is then planned according to the amount available for each month's advertising. The Sunday editions of some daily papers are frequently producers of a high order.

We have determined upon the people and the publications—now, before we enter upon the advertising campaign, we must settle upon a definite selling plan. We must single out an *individual*—a fair representative of the *class* that makes up this great army of 50,000,000 people—and we must "size him up."

#### ASCERTAINING THE COMPOSITE INDIVIDUAL

We must anticipate his desires, his objections, his peculiarities and his limitations. We must build our selling plan upon this general analysis as a foundation—we must keep in mind this general analysis as a foundation—we must keep in mind this "composite individual" as a fair representative of the class as a whole. We find that in the purchase of a sewing machine our small-town resident is decidedly limited as to shopping opportunities. There is probably one make of sewing machine on sale in the town—carried as a side line by the local furniture dealer or dressmaker. It is probably one of the "standard" articles, priced at anywhere from forty-five to sixty dollars and offered on terms of not less than five dollars per month.

We find also that our prospect—who, in this case is the "lady of the house"—is favorably inclined toward the mail-order method of shopping and does not have to be converted along that line. If we can offer her, then, a good "anti-trust" machine at a price close around twenty-five dollars and on terms of something like two dollars or three dollars per month and give her the privilege of thirty days "approval test," we are more than likely to cause her to sit up and



THE ANNUAL ART ISSUE OF  
**THE MONTHLY MAGAZINE SECTION**

*Answering the second and fourth Sundays of each month*

Will appear Sunday, October 13th

with

**"AMERICA'S GREATEST DAILY PAPERS"**

The Boston Globe

The San Francisco Call

The Omaha Bee

The North American, Phila.

The Pittsburgh Dispatch

The St. Louis Globe-Democrat

The Washington Post

The Cincinnati Enquirer

The Chicago Tribune

THE interest created by, and the length of life of, last year's Art Issue was phenomenal. The back cover advertiser alone secured over 22,000 inquiries.

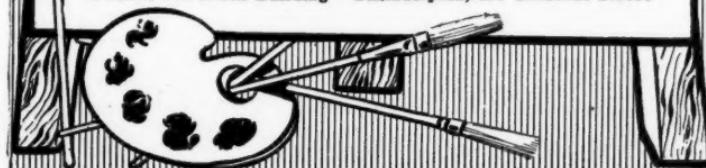
THE Issue has exceptional merit for advertisers, and copy can be taken in the East until September 14th—in the West, September 16th.

DON'T miss this opportunity of securing the maximum amount of publicity in a medium that goes into the homes of the greatest Concentrated Purchasing Power to be found in the United States.

**THE ABBOTT & BRIGGS COMPANY**

*General Managers*

New York, Fifth Avenue Building      Chicago, Kesner Building  
 Boston, Old South Building      Philadelphia, 400 Chestnut Street



**Give Him a  
High Grade  
FOUNTAIN PEN**

(With our ONE YEAR GUARANTEE)

**N**O better or more appreciated gift in all the world than a safe, non-leakable, handy, reliable FOUNTAIN PEN. We are the largest manufacturers of good FOUNTAIN PENS in the world. We furnish publishers with the best Premium Pens made. Send for our Special Premium Catalogue *D*, illustrated with our new gift Pens.



**B**EING without a FOUNTAIN PEN is like being without a telephone. You need them both, and so do your customers. Give them FOUNTAIN PENS.

**T**HERE are different kinds of FOUNTAIN PENS. See ours.

**T**HE perpetual, living advertisement is the FOUNTAIN PEN. It's marvelous what a lot of results a Pen will bring.

**"LIVE WIRE"**  
Publishers and Manufacturers will present their customers with FOUNTAIN PENS for holiday gifts.

**SEND a postal for our latest catalogues of premium fountain pens, or send us in stamps for sample of our 18 C. C. 14 Kt. Gold Nib Fountain Pen that retails everywhere for one dollar.**

**A** FOUNTAIN PEN is a daily necessity—used by every man. Give him a FOUNTAIN PEN and he will remember you.

**A**FTER all, the perpetual reminder is the daily utility that is carried about. The most practical gift of all is a FOUNTAIN PEN.

**I**F you are a Publisher or a Manufacturer, give your customers FOUNTAIN PENS as souvenirs or holiday gifts, then watch your business grow.

**W**E make more FOUNTAIN PENS than any two Pen Manufacturers in the world.

**F**OUNTAIN PENS are our business and we make the *best of them*.



**DIAMOND POINT PEN CO.,  
39-47 W. 18th Street, New York,**

**Date**

**P. L.**

Gentlemen: — Enclosed find 40¢ in stamps for sample of your Dollar 18 C. C. 14 Kt. gold nib Premium FOUNTAIN PEN. If unsatisfactory on receipt, or after 10 days' trial, we can return and money will be refunded.

Also send catalogues of Premium Pens to:

Name . . . . .

Address . . . . .

take notice and if we are persistent and painstaking with our follow-up campaign we are likely to succeed in booking a profitable percentage of orders—and in time build up a business which will place us on the shady side of easy street.

With this dream castle all complete, we go back to the advertising problem and begin the construction of advertisements, featuring in the strongest possible way the many and important advantages we are able to offer the sewing machine prospect and putting all the persuasive power which we possess into our suggestion that the reader send at once for our free catalogue and details of our remarkably liberal proposition.

#### MAKING THE COPY EFFECTIVE

With the general style of the copy decided upon, we must enlarge or reduce the size of the advertisement to fit our monthly advertising appropriation. We desire to get our proposition before just as many people as possible and yet we do not want to sacrifice argument in the advertisement merely in order to reduce the amount of space so that we can use more papers.

We make quite a number of attempts and finally decide upon one or more pieces of copy which are to be used in the experimental campaign. The papers are selected, the orders sent through our advertising agent and—if we have analyzed correctly,—the inquiries, the orders and the profits are the natural result. If we are successful in striking the right gait in the experimental campaign and if we are justified in going after the business on a larger scale, we take our checking sheets at the end of the first two months and again undertake to analyze our proposition with the actual record of inquiries and sales before us. We no doubt find that the advertisement can be materially strengthened by eliminating objections or enlarging upon a particularly convincing suggestion, as brought to our attention from a careful reading of our inquiries.

We find also that the follow-up is strong in this respect or weak in that—and we modify and improve accordingly.

We drop from our list of publications those which brought the poorest results and retain those which topped the list. We add as many new papers as possible and start the second campaign on its way.

At the end of another sixty days we go through our process of elimination again and learn much of value in the upbuilding of our business. We keep this up from month to month, until our sewing machines are being shipped to all parts of the country and the profits are coming in at a rate which is positive proof that we are at last safely afloat upon the seas of Solid Success.

We have selected the plan, the copy and the mediums which produce the greatest quantity of inquiries at the smallest cost. We have revised our copy and follow-up matter until we feel that it cannot be improved and we know that a certain percentage of orders will result from every bunch of follow-up mail that leaves our office.

The rules which apply in the planning of an advertising and selling campaign for a sewing machine apply *just the same on any line of goods or any service to be sold by the mail-order method.*

You must find your possible market and then you must analyze that market very carefully in order to determine upon the selling plan and the mediums which will bring the greatest possible results from each dollar of your investment.

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#### FAILURE OF SLOT VENDING SCHEME

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The International Contract Vending Company, of New York, which introduced slot machines in public places, factories, and stores for peanuts, weighing, and to furnish an accident insurance policy for a week for ten cents, has filed a petition in bankruptcy with liabilities \$190,824 and assets \$21,201. The company is a Delaware corporation, organized in January, 1909, with capital stock of \$1,000,000. It was financed by several well-known capitalists, but is not rated in Bradstreet's.

## Circulation of Known Value

In Cincinnati, Ohio, for instance, **Current Literature** has 328 subscribers. 73 are partners or officers in mercantile concerns with average ratings of \$301,993.15 each. 121 are bank, insurance, railroad and public officials, and of miscellaneous businesses and occupations. 16 are doctors, 30 are lawyers, 14 are ministers, 10 are teachers, 4 are clubs, and 60 are of unknown occupations, principally unemployed women members of the families of subscribers.

Not a picked city but a picked circulation. The "able-to-buy" thousands are worth more to an advertiser than the "would - like - to - buy" millions.

---

**"Double-value"** circulation at practically the same price you pay for the ordinary kind.

---

## Current Literature Magazine

140 West 29th St., New York  
317 Fisher Building, Chicago, Ill.

## ADVERTISING IN COLLEGES

UNIVERSITY OF WASHINGTON.  
Department of Journalism.

SEATTLE, Aug. 5, 1912.

*Editor of PRINTERS' INK:*

I would call your attention to the fact that the article "How Colleges are Teaching Advertising and Selling," in your issue of July 18, did not mention the University of Washington or the University of Missouri, both of which are giving advertising under the head of journalism. We started in a small way last year and are going to develop the course this year.

The question of just where advertising belongs in a University—Mr. Cherrington seems to have looked for it only under economics—is quite interesting to me, though probably too purely academic to hold the attention of *PRINTERS' INK* or its readers for very long.

The best definition of journalism that I have yet found is by Edwin E. Slosson, one of the editors of the *Independent*: "The art of timely and effective presentation in print." That would seem clearly to include advertising.

The advertising man in any business, it seems to me, is the writing expert of that business. He finds the point of contact with the news-hungry public and tells the story.

Courses in economics and psychology do not train men to write. It is not their business to do so, and it is nothing to their discredit that they do not.

But I do not believe that the student should be set to write advertising until he understands the economics and psychology of that vocation.

Seeing the case thus, I am seeking to have the university put in courses in the department of economics and psychology that shall study advertising. The student having taken these two courses as a prerequisite, we would give him, in the department of journalism, a course in the technique of advertising.

Even granting that my position is correct, there are still several possibilities open in university organization. But the question I have raised is an essential one if advertising, and not interesting ideas about advertising, is to be taught in academic institutions.

We have found in our work in journalism that the more closely we keep in touch with the ways things are done in newspaperdom to-day the better results we get.

No element has been more potent in the work of this department, which was founded four years ago by Merle Thorpe, now head of the school of journalism of the University of Kansas, and is directed by Edgar S. Sheridan, formerly of the Associated Press, than the co-operation of the newspapermen of the state. A number of the talks that they have delivered to the students have been printed in *PRINTERS' INK*.

Joseph Pulitzer, as a reference to his Apology printed in the *North American Review* for May, 1904, will show, realized that the teaching of journalism could not be really successful without the good will and help of active newspapermen.

This seems to me to apply more emphatically to advertising than to editorial and news enterprise. Some things seem to be fairly well settled in the matters of news and editorial policy. But not many are settled in advertising, to judge from the earnest debates in progress in the columns of *PRINTERS' INK* and other advertising publications.

A. W. SMITH.

## HUNTING FOR THE GOODS

525 HENRY ST., BROOKLYN, N. Y.

Aug. 17th, 1912.

*Editor of PRINTERS' INK:*

There is an attractive card running in the subway cars at present.

It shows the picture of a belt, with an initial where the buckle usually is—"Monarch Lettergram Belts" they call them.

The card did all it was required to do. It attracted my attention at once, and stimulated a desire to buy the belt. The card told me where to buy it—"all stores."

I proceeded merrily on the hunt for it.

Smith, Gray & Co., Wanamaker's, Newell's, on Fifth avenue, Weber & Heilbronner's, and a number of men's shops on Broadway—all of these could not supply me with a "M. L. B."! Then, too, I visited a score or more shops in my immediate vicinity. I was offered "just as good" belts a few times, but refused them until I gave up the hunt in disgust and bought an initial belt, but not "M. L. B."

Perhaps some day I'll come across a shop with the belt in question. I'll buy it, and instead of wearing it, I'll place it in a frame and label it, "In Memory of Twentieth Century Merchandise Distribution."

ANTHONY M. SOMMA.

## THOMAS NOYES, OF WASHINGTON, DEAD

Thomas Clarence Noyes, aged forty-four years, died in Washington on August 21. He was news manager of the *Evening Star* of that city and a director of the Star Newspaper Company. Coming from a family long identified with newspaper publishing and advertising interests the deceased was well known to a large number of advertising men.

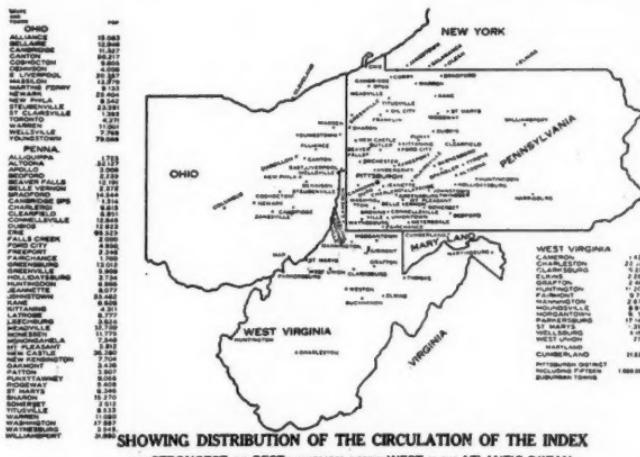
As president of the Washington Board of Trade and also president of the Washington Baseball Club, Mr. Noyes became widely known outside of newspaper and advertising circles. He was a member of the Gridiron, University, Chevy Chase, Commercial and Press clubs, of Washington, and the Princeton Club, of New York, and the Nassau Club, of Princeton.

Theodore Williams Noyes, editor of the *Evening Star*, and an elder brother of Thomas Noyes, is in New Zealand. Frank Brett Noyes, president of the Star Newspaper Company, and also a surviving brother, is in Washington.

**We offer, for the territory illustrated by  
this map,**

### A CONCENTRATED CIRCULATION

to a rich and varied clientele, positively interested in *every Editorial feature*. *No other publication in the country can give you this.*



This territory represents proportionately the Biggest and Most Virile Buying Power in the United States.

Subscribers to *The INDEX* pay full price for it, and keep on paying for it year after year. We can prove to you that our Cancellations are less than 5 per cent, which means a 95 per cent Renewal basis.

You cannot cover This Territory effectively without *The INDEX*.

**THE INDEX COMPANY**

PUBLISHERS

NIXON BUILDING

PITTSBURGH, PA.

# PRINTERS' INK

*A JOURNAL FOR ADVERTISERS*  
*Founded 1888 by Geo. P. Rowell*

PRINTERS' INK PUBLISHING COMPANY  
 Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5201. Madison, President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHERS, Manager. D. S. LAWLER, Associate Manager.

St. Louis Office: Third National Bank Building.

A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, August 29, 1912

**Insurgency** Sound common sense in abundance crops out among dealers in the speech of

Thomas P. Sullivan before the Wisconsin Grocers' and General Merchants' Association convention at Fond du Lac this month. Mr. Sullivan is a former president of the National Association of Retail Grocers. He knows the truth about merchandising and he gives some wholesome advice to those who are seeking to effect "dealer co-operation."

Mr. Sullivan is quoted as saying that the keynote of progressive merchandising is to "get a fair profit on everything you sell." His speech is directed towards the retailer and consists mostly of "don'ts," but contained in it is a suggestion that advertisers trying to secure co-operation may well ponder.

This question of profits has been stirred up with vehemence during the past six months. The trade press has been full of it. Efforts on the part of national magazines to get the retailer's attention and to secure his respect for advertised goods have involved it constantly. The retailer may be said to have been courted

successfully by both advertiser and publisher—but the wedding is being delayed. The retailer is waiting for profits.

"Don't let any manufacturer force you to sell his goods," Mr. Sullivan tells the grocers' association. "Don't let him *force* you simply because he is spending millions of dollars in consumer advertising. Tell him to cut off enough of his consumer advertising to give you a profit sufficient to feed your wife and baby and then you will act as his distributor. Don't forget that you are king, that the manufacturer *has to have you* and that if he can't get you any other way he will be forced to treat you fairly."

Twenty per cent profit is what the retailer ought to get, according to Mr. Sullivan, or twenty-five per cent on the selling price of most articles. Nothing should satisfy him that shows a lower margin. His recourse, under conditions when the profits do not reach this point, Mr. Sullivan says frankly, is substitution. The dealer is urged to stock advertised goods on which there is little or no profit, but to keep them under the counter out of sight, and to show them only when there is a demand. He is to have ready in display an unadvertised article, "just as good," on which there is a profit and to offer it to the customer.

This logic will be "viewed with alarm" by many manufacturers who have been arguing that the "consumer demand" they create by advertising ought to make amends for some of the money the dealer might otherwise get. Their counsel that it is the "quick turnover" that counts, and that the dealer who carries advertised goods at less profit makes sales of far more frequency will hardly offset this advice to merchants from a man who stands entrenched as their proven friend. Mr. Sullivan is "one of them." He knows.

There must be a happy medium. The dealer must take cognizance of the positively increasing demand for advertised brands, while the manufacturer must take the dealer into his confidence first of

all; figure profits with him and agree on what is fair. Dealer co-operation is a matter not only of demand but of *profit*.

It may be difficult for the retailer to choose his stock from goods that are nationally advertised and assure himself of a profit. If this is the case, here lies the manufacturer's problem. Here is where the advertising manager and the sales manager need to put their heads together.

There is strong evidence of a new sort of co-operation in some of the fall campaigns. Advertising that reads "There is profit in this line for you, Mr. Dealer," linked with "We are creating a demand for these goods as follows, etc.," tells the story of the rapidly changing attitude of the maker of the goods towards the distributor. Mr. Sullivan, himself, is now associated with the advertising problems of the Grocery and Allied Trade Press, but he presents the issue of the hour as one that has to do with square treatment of the dealer first, and the cause of advertising second.

His counsel will have wide attention in the field of merchandising.

**PRINTERS' INK** says:

*Persuading folks to expect more than you can deliver is one way of telling them to trade somewhere else.*

**Overcoming Human Inertia** A man eminent in the general automobile field recently made

this remark: "Motor truck advertising is not sufficiently directed to overcoming human inertia; to getting the business public thinking in terms of *motor* sense instead of *horse* sense. After telling a man all I can about a truck I say it will cost him \$5,000. He throws up his hands and shouts, 'Five thousand dollars! Why, I can buy ten horses for five thousand dollars.' In spite of my educational talk he still thinks in live horse units and will not be moved from his lifelong course. Human inertia."

Human inertia is as real as superstition and as intangible. It is

the culmination of the individual —personal equation in a common custom: when the copy-writer goes after it with a smashing broadside, it resolves itself into a million units and his twelve-pounders hit only "space." What is it, anyway?

Inertia is not just absence of motion and of wish to move; it is also motion in one direction and wish to keep it up: habit. This distinguished truckman's grief is not a private monopoly. His problem is not new, though his industry is but a few years old. His remark touches an open nerve in every copy-writer's sensibilities.

"Fifteen years ago," he went on, "boys stoned automobiles; fifteen years hence they will stone horses." So he believes human inertia in his field can be overcome.

The breakfast food people found a nation chewing oatmeal, and turned it into a stronger one obediently using ready-to-swallow cereals (some of them). The "self-playing" piano makers saw America getting its music by a laborious educational process, and substituted ready-to-use music for every occasion and individual. Everywhere are firms that have won victories over inertia—that have substituted new habits for old.

How did they do this?

By a steady, unceasing, educational campaign, and a determined occupation of each position gained.

**PRINTERS' INK** says:

*Our idea of a waste of time is to learn what not to do—and then do it.*

**Broadening**

**the**

**Appeal**

It is a common saying that the advertising man has nothing to do with the producing end of the business beyond the assuring of himself that the product is as he is required to represent it. It is quite true that he can generally safely leave the processes of manufacture to others, but he should never lose sight of the fact that the salability of the

product (with which he directly has to do) is quite frequently determined to a considerable degree by factors which lie entirely within the producing department. A trifling change in design, for example, may enable the advertising man to broaden his appeal so as to include an entirely new class of people.

The makers of toys have begun to make application of the principle, whether they understand it as such or not. A few years ago a doll was a doll, with the same expressionless features which were caressed by our grandmothers, and the staring blue eyes and yellow hair which were supposed to exercise a potent appeal to the mind of the child. For were not dolls intended exclusively for children?

Finally somebody—who must have had the advertising instinct in him—began to consider that while the doll was intended for the child, the person who made the actual purchase was, in nine cases out of ten, the parent or some grown up relative or friend. The appeal to the child thus became a secondary appeal, and means were sought to make the goods appeal to the grown-up without sacrificing any more than was necessary of the child appeal. The result is the numerous varieties of "character dolls" which not only appeal to the grown up mind as well as to the child, but which sell at much higher prices than the old stereotyped forms.

Of course that means a much wider market, which only the advertising man can properly appreciate, and leads to the conclusion that design is a question which belongs to the advertising department as well as to the factory. For while the producer may tell the advertising man "your business is to sell what I make," the latter may retort. "You can do a better business by making what I can sell."

#### PRINTERS' INK says:

*A campaign to cover the next ten years or more is worth at least half an hour's advance thought.*

#### **Too Sweep-ing Con-demnation**

That the great majority of department store advertising is fraudulent, is the contention of a writer in the September number of *Pearson's Magazine* who reduces the stores who sometimes tell the truth to so insignificant a number as to be scarcely worth searching for. The general impression gained from a reading of the article is that department store men are deliberate swindlers, and are rapidly making swindlers out of the smaller retailers by teaching them the "sale system." Incidentally, the newspapers who carry department store advertising come in for a rather severe hauling over the coals, concluding with this statement:

"For many years the chief support of most newspapers was fraudulent patent medicine advertising. That is less conspicuous now, but fraudulent store advertising has sprung up to take its place."

That the practice of holding sales to get people into the stores is overdone, nobody will seriously deny; that values are frequently misrepresented everyone will admit. Only the other day a business man from London reported that Selfridge's had been obliged to reduce the number of "sales" because the English housewife became suspicious of too frequent bargain offers. But to give the impression that all department store advertising is misleading is as unfair as it is to insinuate that "the chief support of most newspapers" is dishonorable.

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#### THIS IS A SUBSCRIPTION

---

P ut me down  
R ight away  
I n the files of your  
N oteworthy sheet of  
T imely advertising news for  
E very Thursday.  
R omer, this is a  
S ubscription.

I never fail to  
N ote the many  
K urrent topics you print.

Sincerely yours,  
**PHILIP WOLF,**  
Adv. Mgr., Bloomingdale Bros.

# Anticipation Day

Every Tuesday most all the best people in the United States, the real intellect of the country, await the coming of LIFE.

Rather a broad statement but the truth of it is reasonably proven.

People seek according to their mental standard, whether selecting their associates, buying reading matter or what.

The matter in LIFE is proof and guarantee of its class of readers. The ordinary citizen takes no interest in LIFE, his intellect is not up to the publication.

Hundreds of advertising men tell us LIFE is the one publication they always anticipate. You advertising men (regular human beings) appreciate the advertising value of a publication which is actually wanted and anticipated by its readers.

We endeavor to give a reason in each advertisement why we ask you to use LIFE—the paper that intellectual people anticipate.

Geo. B. Richardson, Adv. Mgr., 31st St., West, No. 17, New York  
B. F. Provandie, Western Mgr., Marquette Bldg. 1203, Chicago

## WHY COPY SHOULD BE CHANGED OFTEN

EVEN A TOP-NOTCHER QUICKLY LOSES ITS FRESHNESS—HAS PEARS' SOAP FAMOUS COPY OUTWORN ITS WELCOME?—POPULAR INTEREST IN ADVERTISING HAS BEEN TRAINED TO EXPECT NEW SLANTS AND NEW TREATMENT

*By W. L. Larned.*

Said a steadfast and consistent advertiser:

"Will it be wise for me to change the character of my present advertising? Four years ago an artist drew a picture for me and a copy man did his share. I have been running this same combination all during the four years without so much as changing an initial. The ad has 'pulled' well; I have no cause to complain. Results are satisfactory. Why should I make up a new ad and run the risk of easing off on efficiency? Would it not be expedient to 'let well enough alone'? I have been besieged by copy men, agency wiseacres and artists in droves. They are all insisting that I change my copy. Can you give me one good, sound business reason why I should make this change?"

Somewhat of a "poser," this.

But there *are* logical answers and there is a reason why the gentleman should change his copy and his design.

About four years ago, too, we were intimately acquainted with a fine old gentleman who ran a large clothing concern in a small town. He was a fine old gentleman, everyone loved and respected him, and, inasmuch as his store was the largest and the best stocked in that section, staid citizens would have traded with him, regardless of advertising. "Pop," as the village called him, prospered. His general store crept right on upward until it seemed to reach a maximum degree of prosperity and stood still.

"Pop" banked his neat profits every week and had a standing ad in the Brookfield *Echo* and the *Weekly Recorder*. All of us in Brookfield knew that ad by heart.

It was a landmark in town. Children could recite its text by heart. It went on to tell how honest "Pop" was in his dealings with the world, how excellent and reliable his stock was and a few other quiet, conservative little observations, written away back some time or other by the job printer and "Pop," in earnest consultation.

"Pop" was real proud of the ad. It had grown up with his store. It was one of the fixtures. Once a week, the printer's devil slipped it over to the corner of the "form" and cleaned it off with benzine, whereupon it would appear the next day, spick and span and rejuvenated.

Young Clarence Edgeley returned from college about this time and started an "agency." There was a goodly amount of work to be picked up within a radius of one hundred miles, and Edgeley was progressive. He prepared a little plan for "Pop" and took it around of a sweltering summer's afternoon. Folks say that they could hear old "Pop" swearing as far south as the county boundary line.

The old gentleman allowed that his ad had built up a mighty fine business, that everybody liked it and that he was doing as much in the prosperity game as any merchant in the state, and more, and that he didn't intend to permit any young whipper-snapper from college to bulldoze him into unnecessary expense, especially when it was uncalled for and unnecessary.

It so transpired that Edgeley married "Pop's" daughter the next fall. That made a difference. Edgeley was permitted to write out a couple of ads, send to Cincinnati for illustrations and "go the limit."

Strange to relate, the store doubled its business the first nine months. People in remote sections, it seemed, took the *Echo* and the weekly paper and drove in for goods. They had never noticed "Pop's" ad before because it had grown to be a set standard of the sheet; once seen and absorbed, not to be looked at again.

There are advertisers to-day, in

far more modern environments, who refuse to "keep pace with the times"; who are afraid to make any radical change from quaint methods used at the time their business was in the building stage.

The argument that it is unwise to change an ad because it has always paid is unprogressive. There is no reason to assume that this particular ad should have reached the one hundred per cent grade. There is always and forever the possibility that some other ad might pull twice as well.

In an important legal affair down South the judge quietly hinted to the defendant that a New York lawyer, young and commanding, had best handle the case. "Wa'al, Jedge," responded the rustic, "ef hit's jes' th' same tu y'u, I'd ruther hav' Ol' Lem Perkins; y'u know, he won the hog-stealin' case fer me las' summer."

Advertising, in a way, is "legal advice." Advertising matter and methods grow out of date. Re-

member that new generations with fresh ideals are constantly springing up. Nobody would want to go to Chicago on a prairie schooner with a Twentieth Century speeding over the rails and yet the prairie schooner would get you there, some day.

Occasionally an advertiser will say, pompously and not altogether ill-advisedly: "Constant repetition is the very soul of success. Drive a trade-mark or a style or an argument day after day into the mind of the public." Whereupon he cites the constant use of the Gold Dust Twins or the Little Fairy or an Old Dutch Cleanser.

But while these figures remain practically the same, the action changes frequently; new stories are told with old trade-marks. The physical appearance of each ad is wisely altered.

#### THE AD NOT LIKE THE LABEL

It is not natural that a man should read the same advertisement twice. He very correctly as-

## 45,000,000 bushels

of wheat are now coming to market in Nebraska. Bumper Oat, Corn, Alfalfa Crops also on the way.

You can cover the richest part of Nebraska best by using

### The Lincoln Daily Star

which has a larger circulation in Lincoln than any other newspaper. The Lincoln Daily Star has the largest circulation in Nebraska of any Nebraska newspaper published outside of Omaha.

Eastern Representative  
Robert MacQuoid Co.  
Brunswick Bldg.  
New York.

Western Representative  
Horace M. Ford  
1048 People's Gas Bldg.  
Chicago, Ill.



## Recent Number Hard To Secure at \$2 a Copy

The value of any magazine to the advertiser is dependent upon its value to the subscriber.

Our Indiana salesman recently traveled his territory for three weeks, visiting dozens of subbers bers, before he found one who was not saving or binding up the volumes and who would part with the February '12 Big Business Number. When he did find such a man he paid him \$2 for the single issue. (\$2 pays the subscription price of the magazine for three years.)

During our salesmen's convention just closed we learned of hundreds of incidents like this one that go to prove the high value which Case and Comment subscribers put upon the Lawyers Monthly Magazine.

All our men have grown by association, experience, enthusiasm, and we know we shall make greater progress this Fall than ever before. (Hence right now is a most profitable time to buy space.)

Paid circulation guarantee is NOW 10,000 copies. Good inside positions open and Back Covers in Two Colors for 1913. October forms close Sept. 10th.

**CASE AND COMMENT**  
ROCHESTER, N. Y.

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# Printers' Ink

## A Journal for Advertisers

**¶ If you are getting more than \$2 a year in value out of PRINTERS' INK, you can square accounts with us by recommending some of your friends to subscribe.**

sumes that if he has examined it critically once, read it through and digested it, that life is far too short to go on, day after day and month after month, glimpsing that same piece of copy. It's an insult to his intelligence. Labels and covers for packets should *not* be changed, whether they be one year or a thousand years old. It would be dangerous to do so, because we place reliance in a certain brand under a certain label and if we detect even the slightest difference we suspect that new hands have taken over the product and that it lacks some of its old-time qualities.

A dear old grandmother absolutely refused to partake of "Smith Brothers'" cough drops because a friend had transferred them to a different box, for one reason or another. This grandmother had grown to reverence, since childhood, the portraits of the luxuriantly whiskered brothers on the container.

Millions have laughed over the little chap in the bathtub who "Won't be happy till he gets it." Years and years ago, the illustration must have been wonderfully valuable. Is it not barely possible, however, that we have all grown weary of this child? If it would only change position by the fraction of an inch we would be grateful. Might it not end its triumphant career through the centuries by grabbing the soap and getting busy? There seems to be no good reason why this infant should be kept eternally in suspense.

In our opinion, we think the once popular picture should be eliminated entirely or used in happy conjunction with an idea more in keeping with the times. As for the hand-written political phrase at the top, it is timely, but there isn't an ounce or a molecule of soap sense in it. If a phrase had been used with a "Start with a clean record," or something, anything with a real legitimate reason for existence, we might welcome any innovation.

Advertising men marvel at the improvement in publicity work. Many of the campaigns are illus-

trated with as much finesse as a magazine story. Copy has become distinctive.

It is not an easy matter to originate new schemes and new thoughts. It is easy to slip in a stereotype of a trade-mark and rehash the copy that was used when the factory conducted business in Rooms 1 and 2. But the obvious thing is just the thing *not* to do. The obvious thing is the thing every Tom, Dick and Harry is doing.

We are prepared to admit that in some instances it is extremely difficult to better certain pieces of copy. The manufacturer of a patented optical device ran a single column illustrated ad in the newspapers a number of years ago. It was result-producing from the start. It ran steadily for an entire year, with never a change.

Then the advertising manager grew tired of it. He expressed himself as wanting something new. Still the results were favorable. An experienced agency set to work. It looked as if it might be a "cinch." Create one little single column newspaper design? Nothing to it. But after a dozen had been tried out, not one equalled the first, so it was put into service again and repeated its former success as to results.

What is to happen in a case of this kind?

Simply this:

Had the attempt to better the first ad been conscientious enough—had it been better, stronger, results would naturally have been better. If you set out to beat a successful ad you must beat it, and there ye are.

When you start out with the idea that you "Can't beat what has been done" your premises are wrong.

That sort of an argument would quickly stop civilization.

There is a certain "lifetime" of any ad. The hour *must* inevitably arrive when it will begin to slip backward. People tire of it, so surely as they tire of anything on earth. It's a case of not How successful is my present advertising? but How may I make it bring still greater results?

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Any advertiser seeking information about the circulation of THE CHICAGO RECORD - HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

---

**Every subscriber an interested reader**

Not a single person buys

# **PHYSICAL CULTURE**

for any other reason than that he wants the information which it alone can give him.

More than 166,000 of purity circulation. No waste—no dead wood.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

## **Quality Circulation Brings Returns**

## HOW TO INCREASE EFFICIENCY OF FORM LETTERS

WHAT AN ANALYSIS OF EIGHT HUNDRED LETTERS REVEALED—WISHY-WASHY STYLE STILL FATALLY PRACTISED — LARGE NUMBER PROVED TO BE NOT RELATED TO BUSINESS OF RECIPIENT—HOW FAR CAN LISTS BE CLASSIFIED?

*By James A. Payant,*  
Advertising Manager, Shaw-Walker Company, Muskegon, Mich.

Some months ago when getting ready to send out a large batch of circular letters, the question came up—What lists shall we cover and how shall we make our appeal most effective?

As related in a previous article, tests had been made in different localities and with various letters to determine whether those personally addressed and sealed would "pull" more inquiries than the plain form letter, at one cent, and with only a catch phrase in place of the filled-in name and address.

This test having demonstrated, at least to my own satisfaction, that for our purpose the latter yielded results equally as good as the former, in spite of the fact that the cost averaged about twelve dollars less per thousand, the next problem was how to best distribute the message we wished to convey so that it would be a profitable and not a losing investment.

The flood of circular letters that came to our own office and were, for the most part, quickly consigned to oblivion, gave rise to the startling query: how many thousands of dollars are wasted each year on these misspent efforts to get business? Impossible to estimate, but one thing is certain—it must run up into the millions.

In order to determine why, insofar as we were concerned, these particular letters were discarded I determined to make a collection of them, throwing each, as it was received, into a drawer having three compartments labelled—Good, Fair, Bad.

It occurred to me that if I could determine approximately why these letters had not led to business it would help us to avoid the same pitfalls ourselves.

Out of eight hundred letters roughly classified as above, received over a period of six months, the following facts were compiled:

- 14 secured an order.
- 26 may get business later.
- 79 were classed as "Good."
- 252 were classed as "Fair."
- 429 were classed as "Bad."

As a general observation it may be said that the great majority of these letters would not secure business because of certain fundamental defects, among others:

Irrelevant to our business. We should not have been on the mailing list, e. g., spectacle mountings, grape juice, farm machinery, hammocks, etc. It is true that any of these might appeal to me as an individual but I am referring now to letters addressed to the company and not to individuals.

This would tend to prove the contention, made many times, that the greatest waste in circularizing lies with the mailing lists.

The next most glaring defect was the "appeal." In the majority of cases it was weak, a sort of wishy-washy style that left about as much impression as a bit of foam on a tranquil sea. In others the tone, blunt and personal, was offensive, while in still another category might be grouped a class of letters very hard to define. In these the selling talk is good and they have been read through because attention had been secured and interest aroused but, for some psychological reason difficult to analyze they had not stimulated a desire to buy, the last but most important factor of all.

In going over those that had secured business I found that nine out of fourteen were form letters received open, while the remaining five came sealed and with name and address filled in.

This served to further confirm my belief that the "pulling power" of a letter depends not upon how near it comes to imitating a

"personal" communication but on how relevant is its appeal and how convincing the copy.

The facts set forth above having been carefully studied the next step was to decide, first, what lists we should cover, and second, how to make the most forceful appeal to different categories included in various lists, ranging from Abstract Makers to Zoological Museums.

In the campaign under consideration only business concerns and one or two professions were circularized and these only in part.

After these had been selected a series of test letters were sent out, five hundred of each, to widely separated sections of the country. In each a return postal was included.

Each batch of letters was given a number against which all items of cost were charged and to which all returns were credited. These included the number of inquiries received and actual orders traced to the several numbers.

In one case six different letters, covering the same subject, were sent to a selected list in New York City.

The returns showed that letter No. 5 "pulled" on an average thirty-three per cent more inquiries than the others. Why, I don't know.

The returns from this campaign have not yet been fully analyzed as a period of six months is allowed for liquidation after each batch is sent out. Of course, it is quite likely that inquiries and orders may come in after this time but it is safe to figure that they will be few and far between and that, in any case, they will not greatly affect the results.

It has been possible, so far, to cover only a part of this problem but as the direct appeal, in the form of letters, has become a potent factor in advertising it will be necessary to further classify and sub-divide the "appeal" so that, for example, instead of being addressed to retailers in general it will be directed to particular groups, each of which will respond more readily to certain specific arguments. Also, it may

## NEW ERA TRI-CAR,



### Means Increased Business Service — Income

The insistence of the public on prompt and quick deliveries of goods has created a great demand for the New Era Tri-Car.

In almost every line of business, large and small the New Era has demonstrated its true value as a reliable and economical delivery car.

The New Era is easy to take care of and to operate.

It not only has the advantage of low initial cost and low operating expense, but does not require an expert mechanic to run.

Actual experience shows the average daily upkeep to be less than 25 cents a day.

Is this not a great saving over your present form of delivery service?

Consider the new business the Tri-Car will bring you.

The quick satisfactory deliveries you can give your customers—

And the increased income.

No other form of delivery combines all these vital qualities for so reasonable a cost.

For the New Era Tri-Car is light and sturdy, powerful and speedy, reliable and economical.

Surely the possibilities of the New Era in your business justify you in using the coupon.

It will bring you literature which will prove of invaluable service to you in planning your deliveries.

#### THE NEW ERA AUTO-CYCLE COMPANY

31 Dale Avenue DAYTON, OHIO

##### THE NEW ERA AUTO-CYCLE CO.

31 Dale Avenue, Dayton, Ohio

Gentlemen:

Please send me your literature.

Name .....

Business .....

Street .....

City ..... State .....

be found that different sections of the country will have to be divided into zones, as, for instance, New England, Southern, Middle Atlantic, Western, etc., and that letters sent to these several sections will yield more profitable returns if they are in tune with the habits and customs prevailing in each. Large advertisers have found that it pays to modify their copy for different mediums, according to the class of readers each is supposed to reach. This being so why is not the "direct appeal" similarly affected according to the tendencies of the people living in certain particular districts of the country?

This is "some problem," as our office boy would say, and reliable data on the subject seems hard to find, and if any reader of this article can throw some light upon it, I, for one, will certainly be glad to hear from him.

#### MULTIPLE-SHOPS IN GERMANY

Shops organized on the multiple-shop principle for the retail sale of provisions and groceries are found throughout Germany, especially in the industrial districts. The chief town in each district is usually used as the headquarters of the business, which is said to be well managed and prices are low. Kaiser's Kaffee Geschäft, with over 1,000 branches, is the largest concern of this kind in Germany.

Those firms which cater specially for the working classes are feeling, with increasing effect, the competition of the Workmen's Co-operative Associations (Arbeiterkonsumentvereine). These associations are spreading rapidly, the number belonging to the central union having increased from 969 with 879,221 members and a capital of \$6,202,575 in 1907, to 1,142 with 1,813,422 members, and a capital of \$9,846,000 in 1911. There also belong to the unions thirty-nine co-operative producing associations, consuming their own produce, whose production amounted to \$20,000,000 in 1911. The union also has a central office, through which the associations can buy the various goods they need, should they so desire. This economic movement among the working classes in Germany merits careful attention, for it seems likely that in course of time these associations will in all probability monopolize at least the victualing trade of this vast section of the population.

Charles P. Knill, who has been manager of the Association of American Advertisers, with headquarters in New York, has resigned. Mr. Knill will start a special agency of his own in Chicago.

#### PARCELS POST PLAN EFFECTIVE JANUARY FIRST

The Bourne-Lewis parcels post plan goes into effect January 1, 1913, so far as the establishment of the parcels post rates and zones are concerned.

Under this legislation it is provided that hereafter fourth-class mail matter shall embrace all other matter, including farm and factory products, not now embraced by law in either the first, second or third class, not exceeding eleven pounds in weight nor greater in size than seventy-two inches in length and girth combined, nor in form likely to injure the person of any postal employee or damage the mail equipment or other mail matter, and not of a character perishable within a period reasonably required for transportation and delivery.

For parcels post purposes the United States and its territories, including Alaska, but excepting the Philippines, is to be divided into units of area thirty minutes square, identical with a quarter of the area formed by the intersecting parallels of latitude and meridians of longitude, represented on appropriate postal maps, and these units of area are to be the basis of eight postal zones:

The distances within which the various rates are effective and also the scale of rates are as follows:

Distances.	First additional pound.	First additional pound.
Rural and city delivery	\$ .05	\$ .01
Within 50 miles...	.05	.08
" 150 "	.06	.04
" 300 "	.07	.05
" 600 "	.08	.06
" 1,000 "	.09	.07
" 1,400 "	.10	.09
" 1,800 "	.11	.10
More than 1,800 miles..	.12	.12

The rate on fourth class matter weighing not more than four ounces is to be one cent for each ounce or fraction and on matter in excess of four ounces weight the rate is to be by the pound, the postage in all cases to be prepaid by distinctive postage stamps affixed. Except as provided above the postage on matter of the fourth class, which is to be admitted to the parcels post, is to be prepaid at the following rates:

On all parcels post matter mailed at the post-office from which a rural route starts, for delivery on such route, or mailed at any point on such route for delivery at any other point thereon or at the office from which the route starts, or any rural route starting therefrom, and on all matter mailed at a city carrier office or at any point within its delivery limits, for delivery by carriers from that office, or at any office for local delivery, five cents for the first pound or fraction of a pound and one cent for each additional pound or fraction of a pound.

E. S. Rowan, who has managed circulation campaigns for several newspapers, has been appointed advertising manager of the Clarke-Carter Auto Company, Jackson, Mich., manufacturer of Cutting cars.

TOO MANY "GENERAL IMPRESSIONS"

The lack of complete records is one of the biggest knot-holes where waste in the cost of distribution is found. I mean the tendency of people to try and save money in compiling the great mass of information which is in every house, and putting it in shape of comparisons and details so that it really means something and serves as a guide for future work. They relate mostly to time. Most of us, when we decide about the time of the year when certain things ought to be done, have a kind of general impression, rather than

accurate knowledge of just exactly when the stuff does move, or when it is easiest to interest folks in placing orders. In a general way, of course, we know that certain of our products are used in certain months and certain seasons, but it is a general impression with most of us, when it comes to determining just what is the desirable interval between the time when that order ought to be placed in order to get it through the different channels that it must pass through to get from the place where it is produced to the place where it is consumed, and there are a lot of sales lost through this wrong timing in many lines of business.—*The Sales Manager.*

## The News-Leader

Gets a first place right in the heart of the HOME,—has the Confidence of the family circle,—and is really the SHOPPER'S GUIDE when it finally lands with the family buyer. THE NEWS-LEADER

### Covers Richmond

It carries your advertisement into nearly every home in Richmond,—and the nearby suburban towns. The daily net circulation from January 1, 1912, to April 30, was 27,090—SWORN to and GUARANTEED.

Kelly-Smith Co.,  
220 Fifth Avenue  
New York City.

Kelly-Smith Co.,  
People's Gas Building  
Chicago, Ill.

LANTERN SLIDE ADVERTISING  
When it's done  
RIGHT

PAYS

"Moving picture advertising pays—when it is done right.  
We do it right.

We can take your proposition and prepare for you a series of slides, inexpensively, that will actually sell your goods.  
And our service renders all your dealings with us convenient and easy for yourself. Write us today. We would like to explain."

THE NEOSHO SLIDE COMPANY, 103 Spring Street, Neosho, Mo.

## The Little Schoolmaster's Classroom

A reader of the "Classroom" was interested in a recent reference by the Schoolmaster to the trying experiences of retailers with programmes and the dozens of other local advertising ventures. This reader says: "It is a problem that advertising men in other fields cannot appreciate, and with few exceptions it exists in every locality. The exceptions are those towns and cities where the local advertising men and merchants have combined to fight the evil. Some fifteen or more years ago the retailers of Binghamton got together to suppress scheme advertising. The results were very satisfactory and continuous. Besides the time saved, some of the merchants say they are saving from three to five hundred dollars per year, formerly worse than wasted."

The following extracts from the resolutions of the advertisers and merchants of Binghamton were enclosed:

"No member of this organization shall take space in any publication or medium whatsoever, outside of a legitimate publication that is published regularly at stated times, has a bona fide, paid-in-advance subscription list, and is admitted to the United States mail as second-class matter, UNLESS the same has been endorsed by the Association or its Board of Control.

"No firm or representative of any firm (a member of this Association) shall contribute to any fair, or purchase of any one soliciting sale of tickets, or make any contribution to any person so soliciting, as a firm, unless the same shall have been endorsed by the Association or its Board of Control."

And the penalty for violation of the foregoing by-laws is a possible expulsion from the Association.

\* \* \*

It begins to look as if the

clean-cut, novel advertising done by the Eastman Kodak Company to encourage people to have their pictures taken is having a salutary effect on the photographers of the country. The leading thought of a recent Eastern convention of photographers was "get together, boost and advertise," and the speaker who launched this sentiment said afterwards:

"Photographers do not exploit their wares enough, and, in consequence, the average person is photographed only once in every ten years. If a campaign of advertising and boosting were carried on, I believe that every one would be photographed every two or three years or oftener."

As a newspaper pertinently remarks, owing to the modesty of the camera artists, many people forget that the camera is in existence except when a new baby is born or some school graduate or prospective bride must be photographed. None but actors and other professional people regularly patronize the photograph gallery to any extent. Ordinarily, the photographer is content to hang out his shingle and let it go at that.

But when the photographers begin their campaign, perhaps some one of the economists will rise to remark solemnly on the way advertising adds to the cost of living! So it does, in some respects, but it makes life the more worth living.

\* \* \*

Sometimes only a few telling words of copy are needed to give you just the right impression. "You sit in it—not on it," runs a recent automobile advertisement, and instantly we get the picture of sitting down low in a comfortable, steady machine instead of being perched high and getting the full benefit of the bumps.

\* \* \*

The city of New Rochelle, which

has done some effective newspaper advertising for itself, follows up inquiries with cleverly prepared post-cards: "Dear F," reads one of them, "Have found lovely people here, pretty houses and beautiful streets. Everybody is happy over our choice. And so near New York, too—only thirty-seven minutes from Broadway. Can see Long Island Sound from our windows. Fine country all around us. M. K. C." This is putting things in a good natural effective style.

\* \* \*

"I have been disappointed so many times in books I have bought," wrote an inquirer, "that I am reluctant to buy any more pigs in pokes. If you will send a copy of the book on approval, I will send check as soon as I see that the book is worth its price."

The sales correspondent for the publishing house showed good tact in his reply. He wrote:

"We are glad to have the book prove its merit. If you will order on the enclosed blank, sending us

\$2, we will hold your payment merely as a deposit. If, after thorough examination, you do not regard the book as well worth its price, you may return it and receive your money back." This counter-proposal protected the publisher and saved the trouble of opening an account, but it granted practically what the inquirer asked for.

\* \* \*

"We do not give a bonus or use a P. M. system," says the superintendent of help of a very progressive Pittsburgh store, "but we keep a very careful record of the sales of our people and we have a reckoning every six months. We think the six months' period is best because that covers both a good season and a dull season. Some say that a weakness of our system is that it puts the possible increase of compensation too far off, that a salesman won't work for something that may come six months from now as he would for something that will come at the end of the week. My answer to

## Premium Service

On a National Clearing House basis, relieving you of investing in a stock, expense of handling, heavy cost of printing catalogues, etc.

"The age of organization, where results are obtained at small cost, the work being done by experts."

Back of the Porter Premium Service is the experience of nearly 20 years, with unlimited resources and ample ability, offering every advantage of dealing with a high grade institution.

**THE JOHN NEWTON PORTER CO.**

JOHN NEWTON PORTER, President

NATIONAL PREMIUM CLEARING HOUSE

253 BROADWAY

NEW YORK CITY, N. Y.



*Quality Circulation,  
It's Growing.*

*The Cleanest Paper in  
Pittsburgh,  
A Family Favorite.*

*Newiest Paper in Pittsburgh,  
It's Read.*

*The Real Paper in Pittsburgh,  
Sets the Pace.*

*Your Pittsburgh Advertising  
Can't Do Without It.*

## THE PITTSBURGH SUN

Emil M. Scholz, General Manager.  
CONE, LORENZEN & WOODMAN;  
Foreign Representatives,  
NEW YORK. CHICAGO.

### Here Are 397 Retail Merchants

with over 50,000 consumers

Dry Goods Stores	36	Confectioners	20
Grocery Stores	55	Clothers	30
Druggists	27	Haberdashers	30
Hardware Stores	6	Jewelers	20
Stationers	12	Wholesalers	5
Tobacconists	25	Miscellaneous	131
Total	397		

These 397 retail merchants are patrons of the Janesville, Wisconsin, Daily Gazette; the 50,000 consumers are buyers at these 397 stores. You can reach these 50,000 consumers with your article quickly. Money is plentiful in Southern Wisconsin. The Janesville Daily Gazette is a puller for business. Let us prove it to you.

### THE JANEVILLE DAILY GAZETTE

A. W. ALLEN, Western Representative  
1502 Tribune Building, Chicago, Ill.  
M. C. WATSON, Eastern Representative  
Platinum Building, New York, N. Y.

"It's the Fashion that Sells the Fabric"

## Dry Goods

(Max Jagerbauer, Founder and President) 236-8 Fifth Ave., N.Y.

Established 1900

Rates and discounts to advertising agents upon application.

### Dry Goods Publishing Co., Inc.

New York Corporation with a paid up capital of \$100,000.00.

### Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

that is that it is discouraging to the salesman to make a big bonus during the holiday season, we will say, when every one knows it is easier to make a good record, and then to drop back to a smaller income on the slower season. All of us adjust ourselves to our income, and it is not pleasing to a salesman to go back to a smaller monthly or weekly income after having enjoyed a larger one. We have seen those bad effects before we adopted our present system.

"We have established our selling costs in each department, and at the end of the six months if an employee's record shows that he or she has earned two dollars above the standard, we give the full increase of two dollars. If he or she is below the standard, we send for the employee and show frankly just what the record is. We assure the employee of our confidence in his ability, but let him know that we do not expect to keep paying \$15 when his sales show that he is not entitled to more than \$14. We try to get at the weakness in his work and to help him correct it. Now and then it is necessary to let out some one whose record continues to be low, but I am glad to say that for several years the ratio has been about one hundred salaries increased to three or four left at the old figure and one discharged.

"The beauty of this system is that it gives us an exact method of determining values when an

Edw-Edz

Celluloid

### Use these Guides Tipped with Celluloid

Don't crack, curl, fray or require additional filing space. Always clean. Don't show finger-marks. All colors—plain or printed as desired. Only Tip in one piece. All sizes.

Write for Samples.

STANDARD INDEX CARD CO., 701-709 Arch St., Philadelphia

employee asks for an increase. There is the record. The employee can see it and can see that there can be no just claim for an increase until the record shows that it is merited."

\* \* \*

Maybe some day "How to Buy" will be a subject of as great interest as "How to Sell" has been and is now. The advertiser usually feels elated when he has the retail trade well stocked, but he often learns that stocking the retailer is not the end of the matter by a long shot. Overloading, poor selections and returned goods make real problems. The following extract from a newspaper report on the Eastern market is interesting:

Further inquiry into the effect of the returned merchandise evil on wholesale business and the extent to which it is carried by retailers revealed the fact yesterday that it is practised in a widely varied number of lines, that it is constantly on the increase, and that the situation is becoming acute so far as its effect on the future of wholesale business is concerned.

Wholesalers unite in saying that defective merchandise, which is almost always subject to legitimate return, is gladly taken back and credited, but the growing tendency on the part of retail buyers to return goods illegitimately, frequently without giving a reason for their action, must be substantially curtailed if the average wholesale dealer is to survive the sharp competition of the day.

As indicated in a recent interview with a man well posted on dry goods matters, a legitimate return approximating one-half of one per cent of the gross business done in a year is to be expected through defective merchandise or other proper causes. According to statements made the other day by wholesalers who, for obvious reasons, would not be quoted, the percentage of merchandise returned within the last year in their respective lines ranged from three and one-half to ten per cent approximately, plus return freight charges.



## Persistent Publicity of a Quality Trade Mark

A striking example of consistent advertising—steady, month-in-month-out trade mark "hammering"—for over half a century, is that of

**1847**  
**ROGERS BROS.**

*"Silver Plate  
that Wears"*

The readers of this publication are interested in advertising. When called upon to cite instances of extraordinary trade mark exploitation, the success of **1847 ROGERS BROS.** silverware can be mentioned as a staple that has won through merit and advertising.



**INTERNATIONAL SILVER CO.**  
Meriden, Conn.  
Successor to Meriden Britannia Co.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**A**ddressograph plant, like new. Addressographs, Graphotypes, 4-line Frames, Cabinets. Sacrifice. WAGNER, 620 Spruce Street, Scranton, Pa.

**T**HE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

### ADVERTISING AGENTS

**A**LBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### ADVERTISING MEDIA

**T**HE BLACK DIAMOND Chicago-New York-Pittsburg, for over 25 years the coal trades' leading journal. Write for rates.

**T**HE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**T**HE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

### AD WRITERS

**L**ITTLE AND BIG advertising things written on a piece work basis for all who use the printed word. WONFER, 31 Clinton St., Newark, N. J.

### COIN CARDS

**W**INTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. THE WINTHROP PRESS (Dept. C.) General Printers and Binders, 60 Murray St., New York.

### FOR SALE

**F**OR SALE—Well established daily Republican newspaper in middle West, paying 40 per cent. on \$12,000 investment. Not all cash required by right party. Address "X," care of this paper.

### HELP WANTED

**W**RITERS—ARTISTS. We have an opening for a man who can write Convincing Business Literature and an artist who is good on color sketches and working drawings for same. CURTIS ADVERTISING CO., Detroit, Mich.

**A** PRINTING SALESMAN—High class man and good estimator on quality catalogs; salary, or salary and commission, as preferred. If you have made a success write us giving particulars. GRIFFITH-STILLINGS PRESS, Catalog Specialists, Boston, Mass.

### SALESMAN

To solicit advertising for the Detroit Street cars. A man with experience and references. A man capable of earning a good salary. Position permanent on a salary and commission basis. MICHIGAN STREET CAR ADV. CO., 83 Fort St., West, Detroit, Mich.

**W**ANTED—Assistant to president of publishing company. College graduate; should have ability to write and some business experience, preferably in advertising. Knowledge of shorthand of value. Give details as to qualifications in reply. Address, Box 148, care of Printers' Ink.

**A**CAPABLE, alert young man, with soliciting experience in a general or special advertising agency, is wanted by advertiser. Must have satisfactory references and be willing to show results before expecting fancy salary. An excellent opportunity for a man who can really make good. No others wanted. Address, Box 153, care of Printers' Ink.

### WANTED

**B**Y PUBLISHER of very large and influential trade paper in New York, a competent detail man as assistant advertising manager. Must be young, enterprising and ambitious, and have a capacity for hard work and details as well as a knowledge of the advertising business. Address, Box 154, care of Printers' Ink, N. Y.

### WANTED, A GOOD ADVERTISING AGENT

A large manufacturing concern in Chicago about to lay down an extensive plant in New York invites applications from Advertising Agents capable of organising and maintaining a comprehensive campaign which may embrace Newspapers, Magazines, Posters, Street Cars and Electric Signs. Give fullest particulars as to ability and send specimens of work. Price of service secondary to quality which must be right. Apply in first instance to Box 156, care of Printers' Ink.

**Wanted—a MAN**

Manufacturing man wanted to handle catalogue, booklet, folder and other commercial literature—young man, energetic, aggressive, well-informed and with best recommendations. Preferably possessed of advertising experience, but must be man of most practical ability, thorough training and general experience. Must know how to estimate, buy paper and printing and supervise work going through press. Office detail and outside executive work must be handled with energy and thoroughness. Salary fair to begin, with excellent future for the right man. Box 146, care of Printers' Ink.

**MAILING LISTS**

**PACIFIC COAST**, Addressing, Multigraphing, Printing, Mailing, Guaranteed Service. Largest and only skilled organization on Coast. Write for catalog. **Rodgers Addressing Bureau**, 35 Montgomery St., San Francisco, Cal.

**POSITIONS WANTED****I WANT A POSITION**

as Advertising Manager or Assistant in a growing, progressive manufacturing concern. Am now connected with a national Advertising Agency. Have experience inside and outside. Experienced correspondent. Talk and write good English convincingly. Age 29; single. My references will interest you. Address, H. L. T., Box 149, care of Printers' Ink.

**L**IVE wire advertising man, has served apprenticeship on city and country newspapers, at present with advertising department (N. Y.) of national magazine, desires to connect himself with newspaper in thriving Eastern town of less than 20,000. Knows merchandising; good presence; fluent writer; age 29; married. Salary expected, \$350 to begin. Address, "H," Box 160, care of Printers' Ink.

**CAPABLE ADVERTISING MAN**, at present holding remunerative position, seeks connection as assistant to advertising manager of large concern, or on staff of enterprising agency. Desire for wider field, reason for wishing change. Has metropolitan experience; 32 years old, forceful, clever, reliable. Can not only write strong copy, but has ability to plan. Unquestionable references. Address "B. M. O." Box 126, care of Printers' Ink.

**A young married man, 27, who** can write copy and knows printing and engraving methods, wants a position in agency, or as assistant to advertising manager, or as solicitor for class or trade paper. Before he took up advertising he was office man, advertising solicitor, salesman and small store manager. Best of references. Box 147, care of Printers' Ink.

**Real Advertising Solicitor  
Wants to Make Change**

I am a hustler, good appearance, well acquainted, and can produce results. Ten years' experience selling outdoor display and other mediums. Have always been big producer. Would like to hear from a live proposition. New York or Eastern territory preferred. J. A. K., Box 152, care of Printers' Ink.

**"He Measures Up"  
Interview Him**

New York manager of large advertising-printing house wants change. Present employer's best reference. Experienced as trade paper representative and advertising manager of large accounts. College education. Age 30. Married. Will locate outside of New York. Address Box 156, care of Printers' Ink.

**EXPERIENCED ADVER-  
TISING SOLICITOR**

I wish to change my position because I know I have it in me to make good on a larger proposition than I now have. Have been successful in securing business for trade and farm papers; age 29. Plenty of satisfactory references furnished. Middle West territory preferred. Address "J. R.," Box 100, care Printers' Ink.

**Broader Opportunity  
Wanted**

At present advertising manager for a nationally advertised product, but want a change. Any advertising position with a big opportunity will interest me. Salary \$2,000 a year. Address, Box 151, care of Printers' Ink.

**My Experience in  
Advertising and Sales**

covers eighteen years of originating, directing and executing sales-creative work—for many and varied lines, by all methods, through all media, to all classes of buyers. As advertising and sales manager—advertising agency manager, "merchandiser" and "copy-man," solicitor and handler of accounts—have learned "the game"—produced results—and have the proofs. Open for new connection—ready to demonstrate ability to earn any salary you will pay and that I can accept. Box 127, care Printers' Ink.

**PRESS CLIPPINGS**

**R**OMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**PUBLISHING BUSINESS OPPORTUNITIES**

**S**EE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 438 Gramercy, 46 W. 24th St., New York

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, **26,377**. Best advertising medium in Alabama.  
**Montgomery**, *Advertiser*, net av. year 1911, Dy. 17,589; Sun., 23,338. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## ARIZONA

**Phoenix**, *Gazette*. Average June, 1912, **6,238** daily. A. A. A. ex. regularly.

## CALIFORNIA

**San Diego Union**. Sworn circulation, June, 1912, Daily, **10,837**; Sunday only, **14,624**.

## CONNECTICUT

**Meriden**, *Journal*, evening. Actual average for 1910, **7,801**; 1911, **7,892**.  
**Meriden**, *Morning Record & Republican*. Daily av. 1909 **7,709**; 1910, **7,893**; 1911, **8,085**.  
**New Haven**, *Evening Register*, dairy. Aver. for 1911 (sworn) **19,154** daily, 2c.; Sunday, **15,108**, 5c.  
**New London**, *Day Evening*. Circulation, 1910, **6,859**; 1911, **7,141**. Double all other local papers.  
**Norwalk**, *Evening Hour*. Average circulation 1911, **3,646**. Carries half page of wants.  
**Waterbury**, *Republican*. Examined by A. A. A. regularly. 1911, Daily, **7,018**; Sunday, **7,559**.

## DISTRICT OF COLUMBIA

**Washington, Star**, Evening and Sunday. Average daily 4 mos. '12, **64,154** (O.O.). Carrier delivery.

## ILLINOIS

**Chicago Examiner**, average 1911, Sunday, **\$41,623**. Daily **216,698**, net paid. The *Chicago Examiner*'s wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the above circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Chicago, Polish Daily News**. Year ending May, 1912, **10,004**; May average, **16,705**.  
**Champaign, News**. Leading paper in field. (Champaign-Urbana.) Average year 1911, **5,327**.

**Peoria, Evening Star**. Circulation for 1911, **31,140**.

## INDIANA

**South Bend, Tribune**. Sworn average July, 1912, **12,743**. Best in Northern Indiana.

## IOWA

**Burlington, Hawk-Eye**. Average 1911, daily, **9,426**; Sunday, **10,381**. "All paid in advance."

**Des Moines, Register & Leader** (av.'11), **35,265**. **Evening Tribune**, **30,316** (same ownership). Combined circulation **55,879**—**355** larger than any other Iowa paper. Supreme in want ad held.

**Washington, Eye Journal**. Only daily in county. **1,956** subscribers. All good people.

**Waterloo, Evening Courier**, 54th year; Av. dy. 6 mos. to July 1, '12, **8,731**. Waterloo pop., 29,000.

## KENTUCKY

**Louisville, Courier-Journal**. Average 1911, daily and Sunday, **28,911**.

**Louisville, Times**, evening daily, average for 1911 net paid **47,956**.

## LOUISIANA

**New Orleans, Item**, 1st 6 mos. 1912, daily ave. net, **43,870**. Sun. ave. net, **45,744**. A. A. A. examination.

## MAINE

**Augusta, Kennebec Journal**, daily average 1911, **9,872**. Largest and best cir. in Cent. Me. **Bangor, Commercial**. Average for 1911, daily **10,464**.

**Portland, Evening Express**. Average for 1911, daily **17,625**. Sunday *Telegram*, **13,018**.

## MARYLAND

**Baltimore, News**, daily. News Publishing Company. Average 1911, **75,826**. For July, 1912, **77,787**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

**Boston, Globe**. Average circulation. Daily (2 cents a copy) 1911, **154,614**—Dec. av., **187,178**.

Sunday

1911, **323,147**—Dec. av., **326,476**.

Advertising Totals: 1911, **8,376,061** lines

Gain, 1911, **447,953** lines

**2,227,821** lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

**Boston.** *Evening Transcript* (OO). Boston's tea table paper. Largest amount of week day ad.

**Boston Daily Post.** Greatest July of the *Boston Post*. Circulation averages: *Daily Post*, 411,131, gain of 57,983 copies per day over July, 1911. *Sunday Post*, 323,786, gain of 35,120 copies per Sunday over July, 1911.

**Boston.** *Herald* and *Traveler-Herald*, all-day circulation over 200,000. A great quality newspaper in the morning and concentrated local and suburban circulation on in evening.

**Lawrence.** *Telegram*, evening, 1911 av. 3,400. Best paper and largest circulation in its field.

**Lynn.** *Evening Item*. Daily sworn av. 1909, 16,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem.** *Evening News*. Actual daily average for 1911, 18,871.

**Worcester.** *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Large stev'g circ.

#### MICHIGAN

**Detroit.** *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation \$0,000.

**Jackson.** *Patriot*. Aver. year, 1911. daily 10,368; Sunday, 11,213. Greatest circulation.

#### MINNESOTA

**Minneapolis.** *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,357.

**Minneapolis.** *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 108,758.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis.** *Journal*. Every evening and Sunday (OO). In 1911 average daily circulation, 78,119. In 1911 average Sunday circulation, 52,202. Daily average circulation for July, 1912, evening only, \$1,043. Average Sunday circulation for July, 1912, \$6,035.

**CIRCULATION.** Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 58,856. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 52,094; Sunday *Tribune*, 109,518.

#### MISSOURI

**Lamar.** *Democrat*, weekly. Average, 1911, 3,511.

**St. Louis.** *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829.

#### NEW JERSEY

**Camden.** *Daily Courier*, covers Southern New Jersey. 10,550 daily average 1st 4 mos. 1912.

**Camden.** *Post-Telegram*. 10,415 daily average 1011. Camden's oldest daily.

**Newark.** *Evening News*. Largest circulation of any newspaper in New Jersey.

**Trenton.** *Evening Times*. 1c-'07, 20,270; '08, 21,326; 2c-'09, 19,062; '10, 19,238; '11, 20,115.

#### NEW YORK

**Albany.** *Evening Journal*. Daily average for 1911, 18,581. It's the leading paper.

**The Brooklyn Standard Union.** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, \$1,119.

**Buffalo.** *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 50,268. *Enquirer*, evening, 33,891.

**Buffalo.** *Evening News*. Daily average 1911, 94,726.

#### PRINTERS' INK

**Gloversville and Johnstown, N. Y.** *The Morning Herald*. Daily average for 1911, 6,237.

#### NEW YORK CITY

**The Globe**. Largest high-class evening circulation. Counts only papers sold for cash. Net cash daily average, Jan. 1, 1912, to June 30, 1912, 127,996. A. A. A. and N. W. Ayer & Son certificates.

**Schenectady.** *Gazette*, daily. A. N. Lietcy. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady.** *Union Star*, 75% "home" cir. eve. Sp. features: Autos, Sports, Women's, Fin., Fra. Utica, *National Electrical Contractor*, mo. Average for 1911, 3,626.

#### NORTH CAROLINA

**Charlotte.** *News*, only Evening and Sunday paper in two Carolinas. The *News* leads.

#### OHIO

**Cleveland.** *Plain Dealer*. Est. 1841. Actual average for 1911: Daily, 95,129; Sunday, 126,191. For July, 1912, 110,362 daily; Sunday, 132,015.

**Youngstown.** *Vindicator*. D'yav., '11, 16,432. LaCoste & Maxwell, N. Y. & Chicago.

#### PENNSYLVANIA

**Erie.** *Times*, daily. 22,118 average, July, 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

**Philadelphia.** *The Press* (OO) is Philadelphia's Great Home Newspaper. Besides the *Guarantee Star*, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, \$6,563; the Sunday *Press*, 178,273.

**Washington.** *Reporter and Observer*, circulation average 1911, 13,523.

**West Chester.** *Local News*, daily, W. H. Hodgson. Aver. for 1911, 18,549. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre.** *Times-Leader*, evening, 18,401 net; sworn. A. A. A. examination.

**Williamsport.** *News*, eve. Net av. 9,823; June, 1912, 9,752. Best paper in prosperous region.

**York.** *Dispatch and Daily*. Average for 1911, 18,827. Covers its territory.

#### RHODE ISLAND

**Pawtucket Evening Times.** Average circulation for 1911, 20,297—sworn.

**Providence.** *Daily Journal*. Average for 1911, 33,087 (OO). Sunday, 32,888 (OO). *Evening Bulletin*, 50,486 average 1911.

**Westerly.** *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,445.

#### SOUTH CAROLINA

**Charleston.** *Evening Post*. Evening. Actual daily average 1911, 8,239.

#### COLUMBIA

**Columbia.** *State*. Actual average for twelve months ending June 30, 1912, daily 17,970; Sunday, 18,625. July, 1912, average, daily, 19,640; Sunday, 20,466.

#### VERMONT

**Barre.** *Times*, daily. Only paper in city. Av. 1911, 5,754. Examined by A. A. A.

**Burlington.** *Free Press*. Examined by A. A. A. 8,985 net. Largest city and state.

#### VIRGINIA

**Danville.** *The Bee* (eve.). Aver. July, 1912, 5,366. *The Register* (morn.), av July, '12, 3,086.

## PRINTERS' INK

## WASHINGTON

*Tacoma, Ledger.* Average year 1911, daily, 19,001 Sunday, 27,285.  
*Tacoma, News.* Average for year 1911, 19,210.

**Seattle.** *The Seattle Times* (OO) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1911 cir. of 64,000 daily, 83,746 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. *The Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

## WISCONSIN

**Milwaukee.** *The Evening Wisconsin*, daily. Average daily circulation for first 6 mos. 1912, 46,104, an increase of over 4,000 daily average over 1911. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5021 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

## Want-Ad Mediums

## CONNECTICUT

**MERIDEN Morning Record.** Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times. **NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star**, Washington, D. C. (OO), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"**N**EARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 541,023 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

**THE Boston Globe**, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,556 more than were printed by any other Boston newspaper.

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

**Fond Du Lac, Daily Commonwealth.** Average year 1911, 8,871. Established over 40 years ago.

**Janesville, Gazette.** Daily average, July, 1912, daily 6,016; semi-weekly, 1,701.

**Madison, State Journal**, daily. Actual average circulation for year 1911, 7,917.

**Racine (Wis.) Journal-News.** Average June, 1912, circulation, 6,950.

## MANITOBA, CAN.

**Winnipeg, Der Nordwesten.** Canada's National German weekly. Av. 19.1 23,025. Rates 5¢. in.

## ONTARIO, CAN.

**Fort William,** farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,628.

## QUEBEC, CAN.

**Montreal, La Presse.** Daily average for year 1911, 104,197. Largest in Canada.

## SASKATCHEWAN, CANADA

**Regina, The Leader.** Aver. May, 1912, 11,685. Average 1st 5 months, 1912, 11,017. Largest circulation in Saskatchewan.

## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATION** **THE Minneapolis Tribune** is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec. '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. **Ink Pub. Co.** Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

**THE Minneapolis Journal**, (OO) Every Evening and Sunday, carries more advertising every month than any other newspaper in the Twin Cities. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Cash order one cent a word, minimum, 20 cents.

**THE Albany Evening Journal**, Eastern N. Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

**OHIO** **THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

**PENNSYLVANIA** **THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

**UTAH** **THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (○○) Gold Mark Papers (○○).

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign ○.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 30 cents per line per week. Two lines (the smallest advertisement accepted) cost \$31.20 for a full year, with 10 per cent discount, or \$28.08 if paid wholly in advance.

## ALABAMA

*The Mobile Register* (○○). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

*The Evening and Sunday Star*. Dy av. 1st 4 mos. '11, 64,154. (○○) Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*The Inland Printer*, Chicago (○○). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

*Louisville Courier-Journal* (○○). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *America's Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (○○).

Boston *Evening Transcript* (○○), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (○○). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis *Journal* (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

*Brooklyn Eagle* (○○) is THE advertising medium of Brooklyn.

*Dry Goods Economist* (○○), the recognized authority of the Dry Goods and Department Store trade.

*Electrical World* (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. McGRAW PUBLISHING CO.

*Engineering Record* (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. McGRAW PUBLISHING CO.

*Hardware Dealers' Magazine* (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

*New York Herald* (○○). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

*The Evening Post* (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*Scientific American* (○○) has the largest circulation of any technical paper in the world.

*The New York Times* (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

*New York Tribune* (○○), daily and Sunday. Daily, now one cent—the best for the least.

## PENNSYLVANIA

*The Press* (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

## THE PITTSBURG DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

## RHODE ISLAND

*Providence Journal* (○○), only morning paper among 600,000 people.

## TENNESSEE

The Memphis *Commercial-Appeal* (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle *Times* (○○) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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**PRINTERS' INK**

**August 29, 1912**

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Six  
Hundred  
Thousands

Each  
Month  
Guaranteed



## One Basic Fact

The value of farms and farm property in Successful Farming's territory, "THE GREAT WEALTH-PRODUCING HEART OF THE COUNTRY," is approximately

**\$25,000,000,000**

The value of farms and farm property in all of the rest of the United States put together is only approximately

**\$16,000,000,000**

Successful Farming reaches 25% of the farmers in its territory, the North Central States. This does not count anything but the direct influence of Successful Farming on its own subscribers; but it is fair to assume that it has a much wider influence than that.

No other farm paper or publication of any kind reaches so many farmers in the North Central States as Successful Farming does.

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Nearly a million copies a month—almost exclusively in the small towns—for Four Dollars per line.

For further facts and figures write to

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The Standard Small Town Magazine

**BALCH PUBLISHING CO., Chicago, Ill.**

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